MAY 28, 1951

BROADCASTING
TELECASTING

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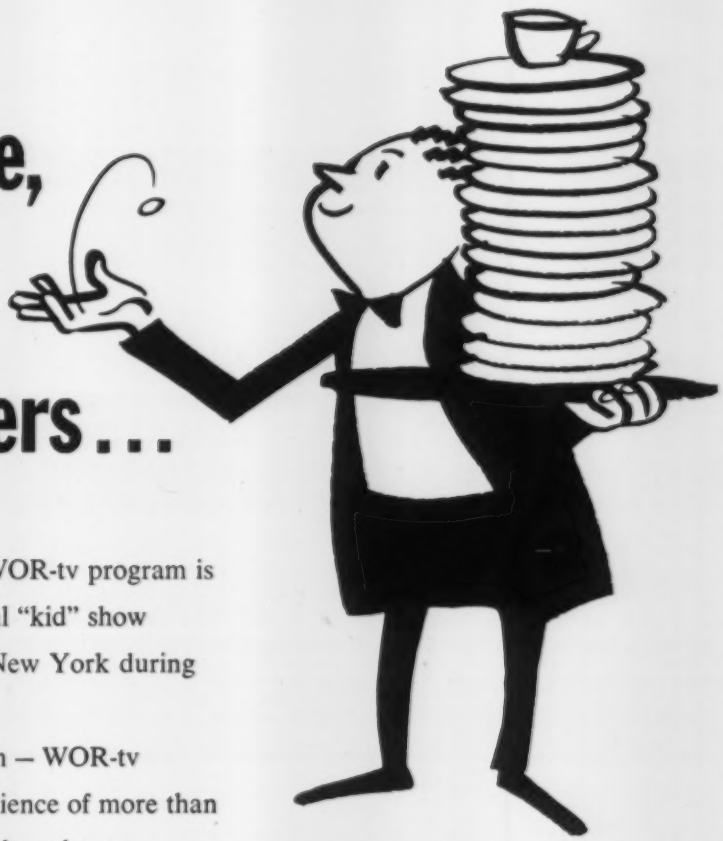
20TH
Newsweekly Radio and Television.
year

Annually
weekly

look here,
tv
timebuyers...



Dollar for dollar, one WOR-tv program is the best buy of any local "kid" show viewed in and around New York during the early evening.

Fifteen – yes, fifteen – WOR-tv programs attract an audience of more than 1/4-million viewers per broadcast.

Six WOR-tv nighttime programs were rated higher in April 1951 than at anytime during the '50-'51* season.

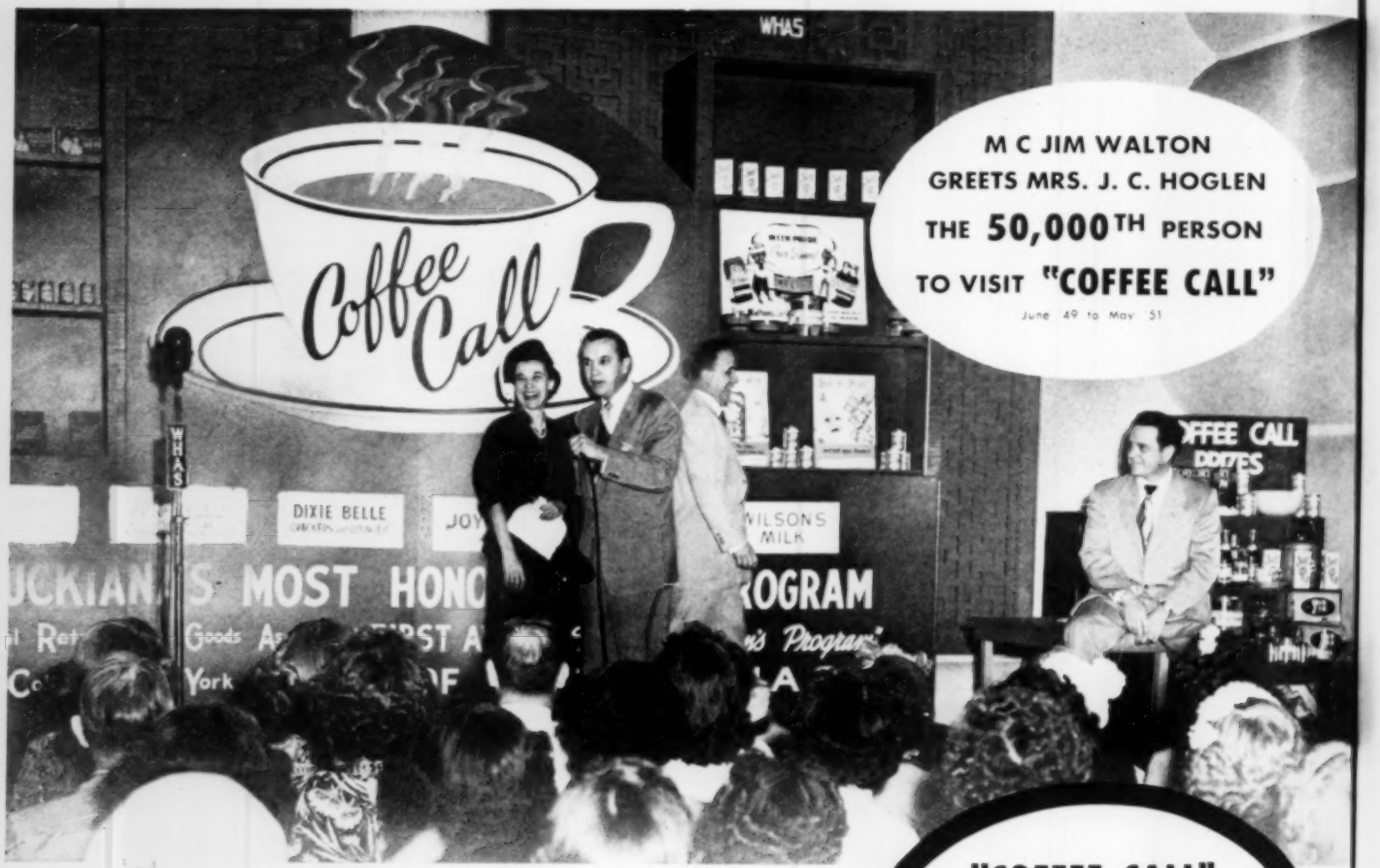
. . . No tv station in New York can offer buyers the audience that WOR-tv attracts at the rates that WOR-tv offers.

*New York Telepulse

WOR-tv 9

that top local tv station, channel at 1440 Broadway, in New York

WHAS QUALITY of PROGRAMMING attracts visitors



"COFFEE CALL"
KENTUCKIANA'S ONLY
FOOD MERCHANDISING
SHOW

...attracts listeners too!

NO OTHER MORNING PROGRAM
(NETWORK OR LOCAL) ON ANY OTHER
LOUISVILLE STATION CAN TOP
"COFFEE CALL'S" 6.2 HOOPER*

*(Report 28, Oct. '50 thru Feb. '51)

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

NEIL D. CLINE, *Sales Director* • VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Where did this car come from?

Most of us think that new cars come from big auto-making cities.

But the fact is, new automobiles are assembled in these cities—but their hundreds of parts come from every state in the union!

Bringing in these parts involves plenty of expert timing. A few missing pieces can slow up production seriously. A few missing doorhandles can stop an assembly line!

But the auto makers never let that line stop. They keep their cars rolling by using the speed of planes. They bring in needed parts by Air Express!

Today, with increased production for defense, Air Express speed helps keep the tanks and planes rolling, too. Whatever your business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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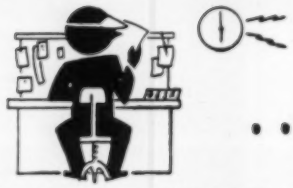
BROADCASTING TELECASTING



...at deadline

Closed Circuit

CHALK UP two new pieces of AM business for ABC: General Foods, effective July 1, takes over five 15-minute segments of Don McNeil's *Breakfast Club*, replacing General Mills, through Roy Durstine Inc. Sylvania has purchased half-hour Sunday afternoon, with Sammy Kaye, beginning in September, through Young & Rubicam.

ADVERTISING RESEARCH BUREAU Inc. (ARBI) to test radio's effectiveness as compared with newspapers for Macy's, New York, and WOR. Still undecided: Will store or station write copy? Meanwhile Marshall Field, Chicago, (which is affiliated with WJJD) will do quarterly study of two media over year's period rather than one-shot originally planned, in cooperation with WBBM.

SUCCESS of ARBI's point-of-sale technique has two major organizations interested—National Retail Dry Goods Assn. and Broadcast Advertising Bureau. NRDGA merely keeping eyes on results produced by tests but BAB plans to do radio promotion project based on analysis of 51 ARBI surveys by commodity groupings.

THOUGH OFFICIAL figures are not available, NBC is expecting this month to wind up as biggest business month since Joseph H. McConnell assumed network presidency Oct. 7, 1949. Bulk of increase coming from TV.

IT MAY never be confirmed nor even denied, but this is paraphrase of what happened just before President Truman sent Wayne Coy's renomination to Senate last Tuesday for seven year term: "If you want to reappoint me, sir, please do so now—before I change my mind again."

NUMBER of substantial ABC affiliates, separately and collectively, considering rejection of network's 15% rate cut, to be borne entirely by affiliates. Certain affiliates are talking independent operation. They contend they took what amounted to rate cut when free hours to network were increased from 16 to 21 within past year.

REORGANIZATION of ABC into semi-autonomous divisions to function under vice presidents will shortly be announced by President Robert Kintner. Ernest Lee Jahncke will become vice president in charge of network radio, with James V. Connally in charge of radio owned and operated station division. Alexander Stronach Jr. will assume charge of network TV and Slocum Chapin will be in charge of owned and operated TV stations.

KELLOGG Co., through Kenyon & Eckhardt, has given ABC-TV notice that if network proceeds with contract of Ralston-Purina Co., St. Louis, for *Space Patrol*, (ABC-TV, Saturdays 6-6:30 p.m.), slated to start June 9, it will drop sponsorship of *Space Cadet*, three times weekly, and put program on NBC-TV. Kellogg in addition is putting half-hour version of *Space Cadet* on NBC-TV, Saturdays, 7-7:30

(Continued on page 94)

Upcoming

May 29: Hearing on Nomination of FCC Chmn. Wayne Coy. Open. Senate Interstate Commerce Committee, G-16, U. S. Capitol.
May 31-June 2: National Sales Executive Convention, Waldorf-Astoria, New York.
June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

(More Upcomings on page 71)

Bulletins

AMERICAN CHICLE Co. (Dentine Chewing Gum), New York, to place spot announcement campaign for late June or early July, through Badger, Browning & Hersey, New York.

DANCER - FITZGERALD - SAMPLE, New York, considering eight-week radio spot campaign in 45 markets for Clorets (chlorophyl gum).

RADIO OUTPUT HOLDS LEVEL AS TV RATE DECLINES

RADIO set production held up well in April, dropping only 5% below first quarter rate as against 36% decline in TV output, according to Radio-Television Mfrs. Assn.

Radio output during month totaled 1,337,042, consisting of 644,527 home sets, 150,494 portables and 542,021 auto receivers. Portable output was up slightly, auto sets were off small amount but home radios were down, compared to March (five-week month).

TV output totaled 469,157 sets in April. Four-month total is 2,668,826 sets.

Of home radios, 16% or 99,907 had FM audio circuits. In addition 27,142 TV receivers had FM tuners.

SALES SERVICE DEPT. SEPARATED BY CBS

SEPARATION of CBS Sales Service Dept. into two divisions—AM and TV—announced Friday, effective June 18, with Robert F. Jamieson, of DuMont TV Network, to be manager of CBS TV network Sales Service Dept. and Thomas P. Maguire, who has handled both radio and TV sales service, to head radio network Sales Service Dept. Coordination of sales service remains under William J. Fagan; Benjamin Margolis to continue as TV sales service contract manager.

Guy C. Cunningham, sales manager of CBS-owned WEEI Boston, named to new post of director of sales presentations—AM for CBS Radio Sales, effective June 4.

SMALL BUSINESS MEETING

CONFERENCE of Radio-Television Mfrs. Assn. members in small business category (500 or fewer employes) will be held June 5 during RTMA annual convention at Stevens Hotel, Chicago (early story page 66). Problems covering procurement, materials and other operations will be discussed, according to Glen McDaniel, RTMA president.

Business Briefly

BLEACH BUYING ● Chatham Chemical Co. Chatham, N. J. (Duo White bleach), buying radio spot campaign in several South Carolina markets. Agency, Earl Bothwell, New York.

RELIGIOUS SERIES ● American Soul Clinic, Huntington Park, Calif., May 27 starts for 52 weeks *American Soul Clinic Hour* on 3 ABC Pacific stations, Sun., 2:30-3 p.m. Agency J. M. Camp & Co., Chicago

AGENCY NAMED ● Chr. Bjelland & Co. (King Oscar kippered herrings, snacks, sardines) names Duane Jones, New York, as agency.

AZRAEL NAMES ● Azrael Adv. Agency, Baltimore, names Richard S. Robbins Prize Agency, New York, to handle prizes for Azrael's 100 syndicated shows *Lucky Social Security Numbers.*

CONTI SCHEDULE ● J. B. Williams Co. New York (Conti shampoo) starting TV spot schedule in six markets in mid-June. Agency Bermingham, Castleman & Pierce, New York.

NCAA TV GROUP STUDIES FOOTBALL PROPOSALS

"REASONABLE progress" toward sponsored telecasts of college football games in autumn made by National Collegiate Athletic Assn. TV steering group, Chairman Tom Hamilton U. of Pittsburgh, said late Friday at conclusion of Philadelphia meeting (see sports story page 25).

Nothing definite decided, he said, since deadline for acceptance of sponsor proposals is June 28. NCAA is acting under legal advice he said. Proposals for theatre, Phonevision and Skiatron telecasts being encouraged, he added.

HOUSE COMMITTEE REMOVES RADIO-TV TAX BOOST

PROPOSED increase of radio-TV set excise tax from 10% to 15% killed Friday morning by House Ways & Means Committee, reversing previous action. Committee wound up current study of tax bill and recessed subject to call of chairman, probably June 5 or 6. At that time final vote will be taken on each of its provisions.

Excise tax action covers radio and TV receivers, phonographs and records, and other musical instruments. Loss in anticipated extra revenue estimated by committee at around $5 million. Tax legislation estimated to raise another $7.1 billion annually though President had asked $10 billion boost.

LEVER RENEWS 'THEATRE'

LEVER BROTHERS, New York, renewing *Lux Radio Theatre*, Mon., 9-10 p.m. on CBS effective Aug. 27 for 52 weeks (see earlier story page 24). Show takes summer hiatus July 2-Aug. 27. J. Walter Thompson Co., New York, is agency.

PROOF POSITIVE

KRLD-TV *delivers*

BOTH THE DALLAS AND FT WORTH TV MARKETS

Analysis of reports submitted by the Telephone Answering Services in Dallas and Fort Worth for five Advertisers using KRLD-TV for direct consumer selling show:

Advertiser	DALLAS	FORT WORTH
A	692	329
B	1030	1009
C	1910	1005
D	4085	1809
E	526	124

TOTAL DALLAS 8243 — FORT WORTH 4276

The Fort Worth calls represent 51.8% of the calls received in Dallas.

1951 POPULATION DALLAS COUNTY 612,318

1951 POPULATION FT. WORTH (Tarrant County) 359,157

Weighed against population comparisons and against the distribution of TV receiving sets in the north Texas area, the telephone record gives proof positive that KRLD-TV completely and effectively covers the Dallas-Fort Worth TV markets...

now MORE THAN 117,000 TV SETS *in* KRLD-TV COVERAGE AREA

this is why

KRLD-TV

is your best buy

Owners and Operators of **KRLD** 50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS-FORT WORTH AREA
The Largest Metropolitan Area South.

CHANNEL 4

The Times Herald Station

The Branham Company
Exclusive Representative

John W. Runyon, President

Clyde W. Rembert, General Manager

Have wonderful time on WFBR- glad were here! Shell Oil Co.
Any Advertiser Anywhere U.S.A.
Shell Oil Company, using newscasts at 7:30 A. M., 6:30 P.M. and 11:30 P.M., Monday thru Friday, finds WFBR pays off in 3 widely separated time segments.

Any time's good time on WFBR!

Sounds like an ad man's idea of a hot slogan, doesn't it?

It happens to be *true!* Shell Oil Company found that out with their early morning—early evening—late evening pattern.

Other advertisers—dozens of them—are using WFBR time all around the clock to sell profitably.

Because of this, WFBR has built a number of sales-minded participation shows, scattered strategically through the day and night.

Any WFBR salesman or your John Blair man can tell you about availabilities.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

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• Reg. U. S. Patent Office

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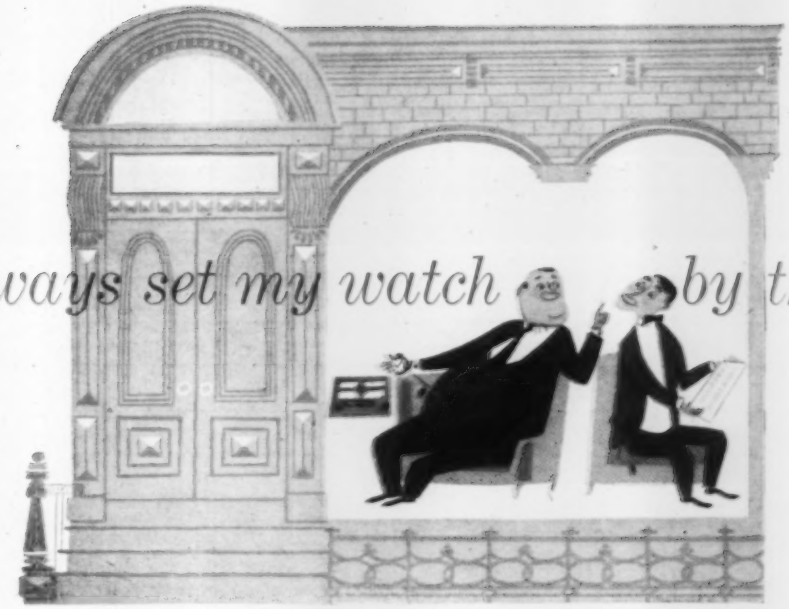
"I always set my watch by the radio"



It's all right with us, but better be careful.

You really ought to break the habit of setting your watch, say, by Jack Benny's voice, even though you've been hearing him at the same time for sixteen years. You should know there can be a gap of anywhere from 3 to 30 seconds between radio's official time signal (the hourly "beep") and the start of a program.

Chances are you know better. It's just a habit with you.

Just as it's a habit to turn on the radio for a favorite comedian, or to find out whether the road's safe for driving, or whether school keeps; or to learn the path of the hurricane or the course of the battle.

In one generation, radio has become perhaps the most typical American habit. More of a habit than the Sunday drive (we own more radios than automobiles). More of a habit than taking a bath (we own more radios than bathtubs). Most Americans would find it hard to live without a radio. It almost ranks with meals as something we couldn't regularly do without.

This habit of listening* is a most useful one for advertisers.**

Through radio, customers make their own daily or weekly appointment with the advertiser... come to him deliberately, time after time, ready to listen to what he has to say.

What you have to say, and what you have to sell, can very easily become a habit with millions of people, through radio.

---

* *GREATEST HABIT: listening to CBS. 23% more people listen here than anywhere else.*

** *GREATEST ADVERTISING HABIT: CBS, where 15% more is invested than on any other network.*

The Columbia Broadcasting System

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Drew Pearson (273) R*	Wildroot Charlie Wild (188)	Quaker Challenge of the Yukon	You Can't Take It With You S
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	Q.E.D. S	C.P.P., Our Miss Brooks (152) R	Cudahy Packing Nick Carter (329)	Adventures of Archie Andrews S
6:45	"	"	"	"
7:00	Adam's Playroom S	Amer. Tob. Co. Guy Lombardo Time (192) R	Kellogg Wild Bill Hickok 7-7:25	The Quiz Kids S
7:15	"	"	News	"
7:30	Ted Mack Family Hour S	Rexall Amos 'n' Andy (186)	Affairs of Peter Salem	NBC Summer Theatre S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Mario Lanza Show (193)	Singing Marshal	"
8:15	P&G Stop the Music	"	"	"
8:30	Mars Inc. Stop the Music (171)	P&G Tide Red Skelton (152)	Enchanted Hour	U. S. Steel NBC Symphony
8:45	Lorillard Stop the Music (198)	"	"	"
9:00	Warner-Hudnut Walter Winchell (281)	Electric Cos. Corliss Archer (168)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	TBA	Philip Morris Horace Heidt (179)	Committee on Present Danger Series	Mr. Moto S
9:45	"	"	War Review	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Carnation Co. Contented Hour (180)	This Is Europe	564 Question *OT
10:15	Gloria Parker Show S	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Choraliers (151)	Concerto	Yesterday, Today and Tomorrow S
10:45	Harry Wismer S	"	"	"
11:00			News	News from NBC
11:15 PM			Music	Clifton Utley,

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri. 6-7 p.m.	Metro Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	No Network Service 6:15-6:45
	"	No Network	"	"
	"	P&G Ivory Lowell Thomas (183) R	"	Sun Oil Co 3-Star Extra (34)
	Co-op* Headline Edition	P&G Dreft Beulah (123) R	Co-op Fulton Lewis Jr. (328)	Pure Oil Co Kaltenborn (33)
	Co-op Elmer Davis	P&G Tide Show (146) R	Dinner Date S	No Network Service
	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (97)	Miles Labs News of World (159)
	"	Am. Oil-Hamm. Ed. Murrow (118)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R
	Mars Inc. Inner Sanctum	Brome Seltzer Hollywood Star Pl'house (177) R	Hashknife Hartley	A A of RR's Railroad Hour (171)
	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (158) R	9:30-9:55 Crime Fighters	Firestone Voice of Firestone (140)
	World Wide Flashes S	"	"	"
	United or Not S	Lever-Lux Lux Radio Theatre (175)	Murder By Experts S	Bell Telephone Telephone Hour (168) R
	Dream Boat S	"	War Front—Home Front	Cities Service Band of America (96) N
	US Army & Air Forces, Let's Go with R Flanagan	Lever-Pepsodent My Friend Irma (176)	A. F. of L. Frank Edwards (134)	Boston "Pops" Orchestra *OT
	"	"	I Love A Mystery	"
	Sterling Drug News (207)	R. J. Reynolds Bob Hawk (172)	Bandstand U.S.A.	OT
	Dream Harbor S	"	"	"
			Dance Orchestra	News from NBC
			U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	No Network Service 6:15-6:45
	"	No Network	"	"
	"	P&G Ivory Lowell Thomas (183) R	"	Sun Oil Co 3-Star Extra (33)
	Co-op* Headline Edition	P&G Dreft Beulah (123) R	Fulton Lewis Jr. (328)	Pure Oil Co Harkness (29)
	Co-op Elmer Davis	P&G Tide Show (146) R	Dinner Date	No Network Service
	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Personna Blades Gabriel Heatter	Miles Labs News of World (159)
	"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R
	Mars Inc. Can You Top This?	Sterling Drug Mystery Theatre (151) R	Count of Monte Cristo S	duPont Cavalcade of America (155)
	I Fly Anything S	C-P-P-Y. Powdr. Mr. & Mrs. North (152) R	Official Detective S	Dangerous Assignment (start: 6-19)
	Co-op Town Meeting	Wm. Wrigley Life with Luigi (175)	John Steele Adventurer	Liggett & Myers Bob Hope (169)
		Philip Morris Truth or Consequences (149)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (152)
	Chr. S. Monitor Views the News R			
	It's Time For Defense S	The Lineup	A. F. of L. Frank Edwards (23)	Lever Bros. Big Town (134)
			I Love A Mystery	
	Sterling Drug News (297)	Capitol Cloak Room	Dance Orchestra	Music Program
	Dream Harbor S	"	"	"
			Dance Orchestra	News from NBC
			U.N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (22)
	"	You and the World S
	"	No Network
	"	P&G Ivory Lowell Thomas (183) R
	Co-op* Headline Edition	P&G Dreft Beulah (123) R
	Co-op Elmer Davis	P&G Tide Show (146) R
	General Mills Lone Ranger (145)	Campbell Soup Club 15 (155) R
	"	Am. Oil-Hamm. Ed. Murrow (115)
	Mars Inc. Bob Barkley American Agent	Sterling Mystery Theatre (151)
	Fat Man S	Chesterfield Dr. Christian (175) R
	Rogue's Gallery S	Harold Peary Show
	Mr. President S	Liggett & Myers Bing Crosby (169)
	Lawrence Welk S	Jan Garber Orchestra
	Sterling Drug News (297)	Freddie Martin
	Dream Harbor S	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V&P Inc. (195)	"	Christian Rel. Church Back to God	We Remember (9:30-10 Spl)
9:45	"	Trinity Choir	"	Hudson Coal D&H Miners Spl (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (309)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (321)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Everett Helles	Faultless Starch Time (53) Spl
11:15	"	"	Dixie 4 Quartet	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	N'western U Review S	UN Is My Beat S
11:45	"	"	"	Carnival of Books
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	TBA	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Richfield C. Collingwood (35)	Down Bible Lane Frank & Ernest	"
1:00	Sammy Kaye's Sun. Serenade S	Your Invitation to Music	William Hillman	U of Chicago Round Table
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (261) R S	Co-op News	Co-op Robt Hurleigh	Skelly Oil News (27)
	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell Your Neighbor	No Network Service
	"	"	Harmony Rangers	"
	Philco Corp. Breakfast Club (290)	"	"	"
	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, A Godfrey (170) R	Co-op Cecil Brown (85)	P&G, Welcome Travelers (142)
	"	Lever-Rinso Arthur Godfrey (175) R	Faith Our Time S*	"
	Philip Morris Modern Romances (228)	Pillsbury, Reid-Murdock Godfrey (180) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (49) Spl
	General Mills Betty Crocker (202) R	National Biscuit Arthur Godfrey (184) R	"	Campbell 10-30-11 Double or Nothing (132)
	Serutan V. Lindlahr (148)	Liggett & Myers Arthur Godfrey (191) R	Co-op Ladies Fair	Bristol Myers Break the Bank (186) M-W-F
	P&G David Amity	"	"	(T-Th. S)
	Quick as a Flash S	Contnl. Baking Grand Slam (48)	Lorillard-Kraft* Queen for A Day	Prudential Ins Jack Berch (161)
	P&G Dick Haymes	P&G Ivory Snow *Rosemary (136)	"	Armour Dial Dave Garroway (166)
	Philip Morris J. Olson Show (231)	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
	Serutan Dan Gardiner	Lever Bros. Aunt Jenny (90)	Lanny Ross S*	Pickens Party S
	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service
	"	Whitehall Our Gal Sunday (161)	Bob Poole Show	Manhattan Soap The Woman In My House (155)
	Paul Harvey	P&G Ivory, Spic & Span, Big Sister (143)	Co-op Cedric Foster	Playboys
	Co-op Tod Malone	P&G Oxydol Ma Perkins (152)	Luncheon with Lopez	Pickens Party Rpt

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S
	"	Barnyard Follies S	"	"
	"	"	"	Boston Sym Dress Rehearsal S
	"	Garden Gate	"	"
	" S	Make Way for Youth	Miscellaneous Program S	Mind Your Manners
	"	"	"	"
	"	Coca-Cola, Refreshment Time M. Downey (182)	Helen Hall	Pet Milk Mary Lee Taylor (151)
	"	"	TBA	"
	Junior Junction S	Cream of Wheat Let's Pretend (154)*	TBA	Hollywood Love Story S
	"	"	Soldier's Serenade	"
	Operation Dixie S	Bymart S. Maugham Theatre (147)	U.S. Marine Band	My Secret Story S
	Bill Watson S	"	"	"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (121)	Man on the Farm S	Barriault Washington News
	"	"	"	Public Affairs S
	American Farmer S	Pillsbury Mills Grand. Con. Sta. (155)	Georgia Crackers	US Marine Band
	"	"	"	"
	Navy Hour S	Armour Stars Over Hollywood (182)	Leslie Nichols News	Allis-Chalmers Natl Farm & H Hour (167)
	"	"	Jerry & Sky S	"

DAYTIME

	ABC	CBS
1:30 PM	National Vespers S	Your Invitation to Music
1:45	"	"
2:00	Sweetheart Bell Back to the Bible	"
2:15	"	"
2:30	Phil's Harmonic Orchestra S	Langlois-Wittnauer Symphonettes (149)
2:45	"	"
3:00	This Week Around the World S	Sterling Drug Bill Shadel (156)
3:15	"	"
3:30	Dr. Billy Graham Hour of Decision	Summer in St. Louis
3:45	"	"
4:00	Gaspard Ready & Old-Fashioned Revival Hr. (22)	Date Your Mate
4:15	"	"
4:30	"	Here's Frank Sinatra
4:45	"	"
5:00	Concert of Europe S	"
5:15	"	"
5:30	San Francisco Sketchbook S	Pepsi-Cola Phil Regan (187)*
5:45 PM	"	"

...TIME

SUNDAY			THURSDAY				FRIDAY				SATURDAY				
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Report of Kid Strips	News Bob Warren S	Not in Service	Metro Life Ins Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro Life Ins Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Roger Renner Trio S	News Joe Worshba S	Harmony Rangers	Bob Warren News	6:00 PM
"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Una May Carlisle S	Price of Peace S	"	Earl Godwin's Washington	6:15
"	"	"	No Network	"	"	"	No Network	"	"	Harry Wismer S	Saturday Sports Roundup	Organ Music	Music Program	6:30
"	Sun Oil Co 3-Star Extra (34)	"	P&G Ivory Lowell Thomas (103) R	"	Sun Oil Co 3-Star Extra (32)	"	P&G Ivory Lowell Thomas (103) R	"	Sun Oil Co 3-Star Extra (33)	Labor- Management S	Richfield L. Lesueur (35)	"	"	6:45
Fulton Lewis Jr. (328)	Pure Oil Co Kaltenborn (34)	Co-op* Headline Edition	P&G Dreft Beulah (123) R	Fulton Lewis Jr (328)	Pure Oil Co Harkness (33)	Co-op* Headline Edition	P&G Dreft Beulah (123) R	Fulton Lewis Jr (328)	Pure Oil Co. Kaltenborn (33)	Labor- Management S	Yours Truly Johnny Dollar	Co-op Al Helfer	Living 1951	7:00
Dinner Date	No Network Service	Co-op Elmer Davis	P&G Tide Show (146) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G Tide Show (146) R	Dinner Date	No Network Service	Co-op Bert Andrews	"	Twin Views	"	7:15
Baukhage Gabriel Heatter	Miles Labs News of World (159)	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	RCA Labs Inc Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (155) R	Pearson Pharm Co Gabriel Heatter	Miles Labs. News of World (159)	Space Patrol S	R J. Reynolds Vaughn Monroe (172) R	Comedy of Errors 7:30-7:55	What's the Score?	7:30
Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	Am Oil-Homm Ed Murrow (118)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	Am Oil-Homm Ed Murrow (118)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (156) H R	"	"	7:55-8 State Farm Auto Ins Co., C Brown	"	7:45
The Hidden Truth S	Schlitz Halls of Ivy (170)	Screen Guild Players S	P&G Gen Mills F B I (149) R	California Caravan S	General Foods Aldrich Family (152)	Rymkts. Tbc. Co. R. Diamond Pvt. Detective (251)	Songs for Sale	Magazine Theatre	Short Story S	Sea Hound S	Wrigley Gene Autry (174)	Ronson Metal 20 Questions (389)	RCA L. P. & 33 Musical Merry- go-Round (167)	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft The Falcon (153)	"	Whitehall Mr. Keen (156) R	Pal Blades Rod & Gun Club (135)	General Foods Father Knows Best (162)	Equitable Life This Your FBI (286) R	"	Music	Nightbeat S	Dancing Party	General Foods Hopalong Cassidy (150) R	Spl Nat 8:30-9 Take a Number & U.S Tobacco	Magnificent Montague *OT	8:30
"	"	"	"	"	"	"	"	"	"	"	"	Man Next Door	"	8:45
LMB Plus S	DeSoto Plym'th Dealers (171)	O'd Gold Orig. Amateur Hour (232)	Electric Auto- Lite, Suspense (180)	True or False	L&M Fatima Dragnet (167) R	Heinz Ozzie & Harriet (288)	Hear It Now	Air Force Hour S	Amazing Mr. Malone S	"	General Foods Gangbusters (150) R	Hawaii Calls	Amer Tob Co Your Hit Parade (168) R	9:00
"	YouBetYourLife "	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist Attorney (170)	"	Philip Morris Playhouse on B'way (141)	Co-op Reporter's Roundup	Gulf Refining Countersay (118)	P&G The Sheriff	"	Bandstand U.S.A	Man Called "X" *OT	"	Broadway Is My Beat S	Lombardoland U.S.A. S	C-P-P Co Dennis Day Show (148)	9:30
"	"	Foreign Reporter S	"	"	"	"	"	"	"	"	"	"	"	9:45
A F of L Frank Edwards (134)	Am Cig & Cig The Big Story (174)	Newsstand Theatre of the Air S	Jan Garber Orchestra	A F of L Frank Edwards (23)	Screen Direct- ors Playhouse * OT	TBA	Phillips Petro Rex Allen Show (67)	A F of L Frank Edwards (134)	Pabst Life of Riley (162)	Saturday at Shamrock S	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co Judy Canova (146)	10:00
I Love A Mystery	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	Sing It Again	"	"	10:15
Dance Orchestra S	RCA, Private Files of Rex Saunders (167)	Sterling Drug News (207)	Freddy Martin*	Dance Orchestra	OT	American Sports Page S	Dick Jurgens Orchestra	Dance Orchestra	Col-Palm-Peet Sports Newsreel (76)	Dixieland Jam-Bake S	Sterling Drug Sing It Again (140)	"	R J Reynolds Grand Ole Opry (161)	10:30
"	"	Dream Harbor S	"	"	"	"	"	"	Pro & Con S	Club Con Do S	" (off 6-9)	"	"	10:45
"	News from NBC			"	News from NBC			"	News from NBC			News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty			U.N. Highlights	News of the World Morgan Beatty			U.N. Highlights	News of the World Morgan Beatty			Dance Orchestra	Herman Hickman	11:15 PM

SUNDAY			MONDAY - FRIDAY				SATURDAY				
ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
National Vespers S	Your Invitation to Music	Lutheran Hour (Lutheran)	American Forum of the Air S	Gems For Thought	P&G Crisco Dr. Malone (145)	Luncheon with Lopez	Co-op News George Hicks S	Baron Elliott Octette	Toni Co. Alias Jane Doe (151)	Dance Orchestra	Rio Rhythms
"	"	"	"	Not in Service	P&G Duz Guiding Light (147)	Harvey Harding Sings	The Woman In My House Repeat	"	"	"	"
Andrews Busts Jack in the Bible	"	Report from Pentagon	The Catholic Hour	Co-op M. M. McBride	GF-Swansdown Mrs Burton (75) Quaker (35)	Tony Fontaine & Co	Campbell Soup Double or Nothing (134)	Luncheon With Lopez	Hormel & Co. Music with H. Girls (115)	Dunn on Discs	Musicana
"	"	Co-op Bill Cunningham	" (News 3 min)	"	P&G Tide Perry Mason (149)	"	"	"	"	"	"
Lopez-Wil- cox Sym- phonette (149)	Top Tunes with Trendler	Mutual Benefit Ins., Bob Considine (183)	"	"	Toni Co. Nora Drake (157)	Say It with Music	General Mills Live Like A Millionaire (75)	Canadian Rhapsodies	The Chicagoans	"	Slim Bryant & His Wildcats
"	"	The Girl From Paris	Frances Scully S	P&G Ivory Fl. Brighter Day (108)	"	Amer. Tob. Co. Banghart 2:55	"	"	"	"	"
This Week Around the World S	Sterling Drug Bill Shadel (154)	Bands for Bonds	Hormel, Music with the Hormel Girls (45)	Benny Rubin Show S	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P&G Life-Beautiful (154)	Pan American Union	Lee Kelton Orchestra	Caribbean Crossroads	Green Cross (thru June 16)
"	"	"	"	"	Col.-Palm.-Peet Kings Row (48)	"	P&G Road of Life (154)	"	Adv. in Science	"	Rhythm Rendezvous
Billy Graham Hour of Decision	Summer in St. Louis	Bobby Benson	Am Dairy Assn. David Lawrence (159)	Family Circle S	Pillsbury House Party (161)*	"	P&G Pepper Young (158)	TBA	Report From Overseas	Bands for Bonds	US Army Band
"	"	"	Belmont Radio John C. Swayze start 6 17 (134)	Talk Back S	"	"	P&G Right to Happi- ness (155)	TBA	Farm News	"	"
Gospel Hour Old-Fashioned Revival Hr. (25)	Note Your Mate	Under Arrest S	The Saint S	Dean Cameron Melody Promenade S	Co.-Palm.-Peet Strike It Rich (140) R	Miscellaneous Programs	P&G Backstage Wife (143)	Horse Racing	Dance Orchestra	Sports Parade S	TBA
"	"	"	"	Altar Bound S	"	"	Sterling Drug Stella Dallas (147)	News	Horse Racing	"	Horse Races
Nora's Frank Sinatra	U.S Tobacco Martin Kane Private Investgr	Martin Kane S	Co-op, Welcome To Hollywood	Treasury Bandstand	B&D Chucklewagon	Sterling Drug Y Widder Brown (147)	Concert of American Jazz	Cross-Section USA	Jack Ross Campus Club	Big City Serenade	
"	"	"	"	" 4:55-5 News	"	TBA	"	"	"	"	
Concert of Europe S	The Shadow S	Dimension "X" S	Big Jon & Sparkie S	M Music YouKnow T-W	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)	Marines Pass In Review	Radio Reporter's Scratchpad	Bobby Benson	TBA	
"	"	"	"	The Chicagoans Th-F St. Louis Mut.	National Biscuit Tu-Th S Arrow (343)	General Foods Portia Faces Life (92)	"	Atlantic City String Band	"	"	
Pepsi-Cola Phil Regan (167)*	Williamson True Detective Mysteries (484)	Trans W Air- lines, Mr &Mrs Blandings (61)	" "	Top Tune Time	Kellogg M-W-F Beatty 5:30-5:55	Whitehall Just Plain Bill (118)	"	Saturday At The Chase	Challenge of the Yukon	TBA	
"	"	"	"	Miles Labs. Curt Massey Time (143) R	Joe Lowe Corp. Mel Allen* M-W-F 5:55-6	Whitehall Front Page Farrell (118)	Club Aluminum Club Time (28)	"	"	"	"

Explanatory: Listings in order: Spon-
sor; program; number of sta-
tions; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC

8:50-9 AM Mon.-Fri., Philip Morris, Man's Opinion. 200 stations.
5:30-6 PM Tues., Thur., Superman.
5:30-6 PM Wed., Black Hawk
7-7:05 PM Mon.-Fri., Edwin C. Hill.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger. 62 stations.

CBS

8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 59.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
11:30-35 AM Sun., Animal Foundation Inc., Bill Shadel News, 59 stations.
3:55-4 PM M-F, Puritan Co., Julian Bentley News, 147 stations.
5:55-6 PM Sun., American Safety Razor Corp., News, 147 stations.
7:25-7:30 PM Sat., P&G, Cubberly, 136.
10:25-10:30 PM Tues., P&G, Lesueur 143.
10:30-10:35 PM Th., P&G, Lesueur, 128.

MBS

NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.; Network A, regular shows; Network B. baseball, related shows by co-op and Gillette and Camels.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stas.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.
5:55-6 PM Tues., Thur., TBA.

NBC

*OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier Skelly Oil Co. 27 stations.
9-9:15 AM, Sat. This Farming Business, Skelly Oil Co. 26 stations.
10:30-10:45 AM. Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
May 28, 1951
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in the carolinas... radio is still the champ!
With more listeners and higher ratings than when television entered the ring, fast, rugged radio is still champion of advertising media in the Carolinas. A typical national advertiser* on WBT is now reaching *17,000 more families per program* than a year ago.
Remember . . . all markets are *not* alike. For the Carolinas, get the *facts* . . . from WBT or the nearest office of RADIO SALES.
* *We'll show you the figures*
WBT
CHARLOTTE
COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

book reviews

RADIO AND TELEVISION RECEIVER CIRCUITRY AND OPERATION. By Alfred A. Ghirardi and J. Richard Johnson. New York: Rinehart Books Inc. 669 pp. $6.

FIRST in a servicing library series of books, this volume is designed to cover types and circuits used in radio, television and recording and reproducing devices for the home —"in language familiar and clear to every service technician and radio man." Characteristics of AM, FM and TV waves also are touched on.

The book is divided into 16 comprehensive chapters and also includes a table of abbreviations and a glossary of technical terms. It was written for use in radio-TV servicing courses, in training courses for the armed forces and as a home-study refresher for practicing technicians. Volume is designed to contribute to a clearer understanding of basic circuits employed in equipment which service men are called upon to repair.

* * *

RADIO AND TELEVISION SOUND EFFECTS. By Robert B. Turnbull. New York: Rinehart & Co. Inc. 334 pp. $4.50.

PROBLEMS of soundmen in radio and TV and their solutions are given in this reference volume by the senior soundman of the Don Lee Broadcasting System.

Types and uses of sound effects, special uses of sound and the psychology of sound are among topics discussed. The book is well illustrated, both with photographs and drawings done by the author.

* * *

PUBLIC RELATIONS, EDWARD L. BERNAYS AND THE AMERICAN SCENE. Published by Bulletin of Bibliography and Dramatic Index. Boston: The F. W. Faxon Co. 92 pp. $2.

TO a large extent, the story of Edward L. Bernays' career is the story of the development of the field of public relations. Mr. Bernays has been called a founding-father and the leading practitioner of public relations. This book, a bibliography, centers around his career and covers the period, 1917 to 1951.

First of five sections embodies writings by Mr. Bernays appearing in books; the second, his writings in periodicals; third, his published talks; fourth, books mentioning Mr. Bernays, and fifth, his profiles.

Essential as Plumbing

WHCU-AM-FM Ithaca had its attention called to a classified ad appearing in the *Saturday Review of Literature*. The ad offered for summer rental an upstate New York farmhouse which boasted "all essentials including WQXR-FM via Rural Radio Network." The WHCU correspondent asked station officials: "Do you realize that you are apparently as essential as plumbing?"

JUST COMPLETED!

A NEW SERIES

of Transcribed Public Health Radio Programs

OFFERED AS A PUBLIC SERVICE—FREE OF CHARGE
by THE MUTUAL LIFE INSURANCE COMPANY of NEW YORK

FOURTEEN PROGRAMS, comprising Series 4 of The Mutual Life's public health transcriptions, are now available. These 15-minute dramatizations represent a different approach to public health education. They are built around heart-warming stories of everyday people with health problems which could confront anyone. Medical information is confined almost exclusively to prevention . . . showing how illness can be avoided *before* it occurs.

A combination of top-notch casting, superb dramatization, and a down-to-earth, simple treatment of vital health information has created wide popularity for every Mutual Life public health series offered to date. Programs have been broadcast in more than 400 areas. Place your order today. Use convenient order form below.

Narrated by **RICHARD STARK**
Directed by **CHICK VINCENT**
Written by **GRETTA BAKER**

Programs feature a cast of stars from radio, stage, and screen including . . . Vinton Hayworth · Vicki Vola · Luis Van Rooten · Eleanor Audley · Fran Carlon · Lon Clarke · Don MacLaughlin · Roger De Koven · Joe De Santis · Butch Cavell

SERIES 4 SUBJECTS

Ulcers • Colds • Stuttering Backache • Scalp Disorders Food and Weight • Exercise for Health • Pneumonia • Insomnia Fractures • Care of Feet • Migraine Headaches • Food, Growth and Nutrition • Immunization Against Disease

Recorded on 16", 33⅓ r.p.m. vinylite discs.

★

ALSO AVAILABLE: *Three previous public health series containing 42 programs.*

WEATHER ★ STAR ATOP OUR HOME OFFICE BUILDING — FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET · NEW YORK 19, N.Y.

Public Relations Division
THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
1740 Broadway at 55th Street, New York 19, New York

Please send me, free of charge and without obligation, the following public health programs.

☐ new 4th series of 14 shows ☐ audition record
☐ complete package of all 4 series containing 56 shows.

NAME.....
STATION.....
ADDRESS.....
CITY..... STATE.....

SPONSORS GET "PROMOTION *PLUS*"* ON WDSU

FRONT PAGE HIGHLIGHTS

* Special Page One Feature Appears In Every Edition!

• The front page—most widely read page of any newspaper—carries this exclusive, daily feature which highlights WDSU programs. Every reader of the front page of New Orleans' leading afternoon newspaper, sees this "Highlights" Box.

NO OTHER NEW ORLEANS STATION OFFERS THIS PROMOTION "PLUS" TO SPONSORS!

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

Spot • • •

SANNA DAIRIES, N. Y. (Sanalac powdered milk), names Badger & Browning & Hersey, same city, to handle advertising on participating-sponsor basis being placed on some New England radio stations. If this proves successful, expansion is contemplated.

GREEN SPOT Inc., L. A., for its orange beverage and fruit concentrates, names Beaumont & Hohman, same city, to handle its advertising. Radio and TV spots will be used extensively.

RELIANCE PETROLEUM Ltd., London, Ont., starts one-minute spots and five-minute programs on number of Ontario stations. Agency: McGuire Adv. Ltd., London, Ont.

Network • • •

LEVER BROS. Co., N. Y., has purchased package of eight filmed *Pantomime Quiz* programs to be used starting July 2 as summer replacement for *Lux TV Theater* on 27 interconnected eastern television stations over CBS-TV. Programs packaged by Mike Stokey were filmed by William F. Broidy Productions, L. A. Deal negotiated by Stuart Reynolds, of Reynolds Productions, L. A., radio and TV packager. Agency: J. Walter Thompson Co., Hollywood.

PALM BEACH Co., Cincinnati, to sponsor last hour of exclusive two-hour telecast of final round of the $15,000 Palm Beach Round Robin invitation tournament at Wykagyl Country Club, New Rochelle, N. Y., over CBS-TV, 4-6 p.m., June 10. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Boston, Mass., to sponsor radio and television coverage of $100,000 Belmont Stakes at Belmont Park on *Cavalcade of Sports* over NBC and NBC-TV, June 16, 4:30 p.m.

GOSPEL BROADCASTING Assn., Hollywood, renews *The Old Fashioned Revival Hour*, Sun., 3-4 p.m. over ABC, effective June 17. Program originates from Long Beach. Agency: R. H. Alber Co., L. A.

WHITEHALL PHARMACAL Co., N. Y. (Anacin), July 3 renews for 13 weeks *Harry Babbitt Show* on 10 Columbia Pacific stations, Tues. and Thurs., 7:45-8 a.m. (PDT). Agency: John F. Murray, N. Y.

JOS. SCHLITZ BREWING Co., Milwaukee, renews *The Halls of Ivy*, starring Mr. and Mrs. Ronald Colman, for coming season on NBC. Agency: Young & Rubicam, N. Y.

COCA COLA Co. to sponsor Mario Lanza in half-hour radio musical series as summer replacement for *Edgar Bergen-Charlie McCarthy* program on CBS, Sun. 8-8:30 p.m., effective June 10.

MANHATTAN SOAP Co., N. Y. (Sweetheart Soap), June 5 renews Frank Goss newscasts on 16 Columbia Pacific stations in California, Washington, Oregon, Nevada and Arizona, Tues.-Thurs.-Sat., 7:30-7:45 a.m. (PDT). Contract for 13 weeks. Agency: Duane Jones Co., N. Y.

Agency Appointments • • •

WIZ VACUUM STORES, L. A., appoints Kent Goodman Adv., L. A., to handle advertising. Firm using spots on KTTV(TV) and KLAC-TV Los Angeles.

GUNTHER BREWING Co., Baltimore, names Biow Co., N. Y., to handle all advertising including the TV series *Quiz of Two Cities*, effective July 1.

Adpeople • • •

HENRY A. SHULL, Pharma-Craft Corp., N. Y., returns to Vick Chemical Co., N. Y., as advertising manager for new products in company's product division. Mr. Shull joined Vick in 1940, graduated from its training program and remained until 1946, except for period of Army service. Since 1946 he has been with Pharma-Craft.

ED ALTSHULER, H. M. Gardner & Assoc., L. A., named advertising and public relations director Kaye-Halbert Distributors Inc., L. A. (distributors Kaye-Halbert TV sets).

CHARLES J. LICK, vice president and general manager Los Angeles Brewing Co. (Eastside Beer), L. A., elected president. HARRIS PERLSTEIN, former president, named chairman of board. He is also president Pabst Brewing Co.

WOAI

DOMINANT BY NIGHT

WOAI 767,365 BMB FAMILIES

NETWORK STA-B 160,559

NETWORK STA-C 143,248

NETWORK STA-D 61,404

Above figures BMB+3.6% to 1951 based on ANA Report.

	1942	1951
WOAI RADIO FAMILIES	349,610	767,365
Deduct All TV Families (On basis used by ANA)		—41,500
		725,865
BASE HOUR RATE (Network)	$300	$340

WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13%. WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 to **$624** or 84%

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

San Antonio 25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

NEXT WEEK: WOAI'S DAY TIME STORY

RELAXED.....?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS
IN THE NATION'S CAPITAL

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

feature of the week

TWO-CITY test of a new giveaway series, *G. I. Bonus*, will lead to launching of the project on a nationwide basis by Barksdale Co., Baltimore, according to Herb Harris, head of the company.

Utilizing an extensive series of merchandising aids to implement the broadcast program, the *G. I. Bonus* tests attracted sponsors quickly and produced sales results, according to Mr. Harris. The giveaway is based on G. I. serial numbers.

Carolina Appliance Co., operating in South Carolina, sponsored the test on WESC Greenville, S. C. Two days after the first broadcast the appliance firm, selling Motorola radio and TV, asked for an option on *G. I. Bonus* for all of the principal markets in North and South Carolina.

The merchandising campaign included such sponsor tie-ins as window streamers, collars, stickers, hats and other devices. A recorded jingle for station and sound truck is included in the package prepared by the Barksdale company along with merchandising and promotion suggestions adaptable to any sponsor or product.

Ennis Bray, WESC general manager, worked up a series of stunts. Five girls, including the Azalea Queen and Cotton Queen of South Carolina, passed out handbills in the Greenville shopping center. Paper hats were given to school children.

Two Girls were among four recruits by Army and Navy in first two hours of G. I. Bonus *test on WDUN Gainesville, Ga. Girls, wearing promotion caps, are Cordie Hilton (l) and Susie Miller. They were signed by Recruiting Petty Officer Arthur G. Free*

* * *

Local Army recruiting officials tied into the broadcast, putting streamers on recruiting displays in five cities. This idea was picked up by the P. I. officer at nearby Donaldson Air Field.

Sales results lead Carolina Appliance, and five associated retailers to seek the two-state option. Officials of the company said results from commercials for Motor-

(Continued on page 90)

strictly business

Mr. WEED

NEIL WEED, who is *not* known as Cornelius Cahill Weed by his friends, dickered for his first bit of national business in 1933 as exclusive national sales representative for WBNX in New York's Bronx district. That business was Pertussin and Carter's Liver Pills, through J. Walter Thompson, and it also was the station's first national order.

Since then, Neil Weed, as partner in Weed & Co., station representative firm, has increased his national sales to an uncountable total. As Chicago manager of Weed & Co., Neil Weed opened the office in 1934, a year after his brother, Joe, took over as representative of the New England Network in New York. In 1936 the partnership was formalized as Weed & Co.

They started with five basic NBC stations in the New England network, believed to be the first such group represented nationally, and they still have three of the five. These are WSCH Portland, Me., WTIC Hartford and WJAR Providence, which were combined with WTAG Worcester and WEEI Boston in the network 18 years ago.

Neil Weed started as a one-man

(Continued on page 83)

IF

• • • any station rep. or anyone else for that matter tells you that Wilkes-Barre does not have a higher QUALITY OF MARKET rating than any other nearby city please have him call us for new information.

THE PHONE NUMBER
IS WILKES-BARRE
3-3101

This year Sales Management survey shows that Wilkes-Barre's QUALITY OF MARKET index is 27% above the U. S.; 24% above Penna. The importance of Wilkes-Barre as a premium market is again shown by its $5,939 per family income figure . . . $1,411 above the U. S. AND WBRE IS PROUD TO BE THE NUMBER ONE STATION IN THIS RICH MARKET!

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

It's impossible...

...as impossible as covering California's

Bonanza Beeline with outside radio

Does your advertising really get *inside* the Beeline? That's a great big market, you know—all of *inland* California plus western Nevada—with more people and higher retail sales than Philadelphia.*

But you're in for a disappointment if you expect to cover the Beeline with outside stations—even *strong* outside stations. Because Beeline people, being independent inlanders, prefer their own, *on-the-spot* stations.

So you have what it takes *only* when you have the five BEELINE stations. Together, they cover the whole market. Individually, each does a top job for you in a major Beeline trading area. For example . . .

KMJ FRESNO

Reaches 327,690 families in its 16-county 1½ billion-dollar orbit—with a BMB home-county total weekly audience of 93% daytime, 95% at night. And its home-city Hooper leads *all* other stations during *all* rated time periods.

**Sales Management's* 1951 *Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

KXOK

ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME
OWNED AND OPERATED BY
THE ST. LOUIS STAR-TIMES

Represented by John Blair & Co.

agency

FRED JORDAN, executive vice president and manager Erwin, Wasey & Co. Ltd., L. A., to W. Earl Bothwell Inc., Hollywood, as vice president in charge of West Coast operations. Prior to joining Erwin, Wasey, Mr. Jordan was executive vice president and Pacific Coast manager Buchanan & Co. Inc., L. A.

CLAUDIA ELLIOTT BENGE, account executive and radio and TV director Rowland Broiles Co., Fort Worth, Texas, elected secretary of company.

ROBERT FOREMAN, in charge of BBDO, N. Y., radio-TV copy department, appointed vice president in charge of department.

BARNARD L. SACKETT, production manager Barnard L. Sackett Radio-TV Productions, N. Y., appointed associate and director in charge of radio and TV Nat M. Kolker Adv., Phila.

WALTER ENGWER, general manager Toronto office of Hutchins Adv. Co. of Canada Ltd., named vice president McKim Adv. Ltd., Montreal. He will be located in new offices at 1510 Drummond St., Montreal.

VAN SINDEREN LINDSLEY Jr., assistant to president Kircher, Helton & Collett Inc., Dayton, to Federal Adv. Agency, N. Y., on account service staff. He will serve as executive on American Safety Razor Corp. and Doeskin Products accounts.

CARTER JONES, copy chief, Blaine-Thompson, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as television copy specialist.

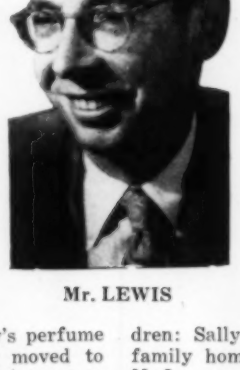
on all accounts

WHETHER this country still needs a good five-cent cigar is a matter of some, if little, debate; but there is no controversy that the advertising business could use a few more good cigar salesmen, if the career of Milton Lewis, president and owner of Lewis Adv. Agency, Newark, N. J., is a fair example.

Mr. Lewis was born in Newark in 1909 and was educated at the U. of Pennsylvania. He received his A.B. in 1931 and returned to Newark to sell cigars for the Lewis Cigar Co., owned by his grandfather.

After two years of experience in direct selling, Mr. Lewis joined Grey Adv. in New York to learn the advertising business. He worked in several departments and finally became an account executive for many of the agency's perfume accounts. In 1936 he moved to Lennon & Phillips Adv. Agency as an account executive.

Wearied of commuting from New York to his native Newark, Mr. Lewis formed a partnership with Alfred Tokar and established the Lewis & Tokar Agency in Newark in 1938. By March 1942 the partnership was dissolved and Mr. Lewis retained the office space and personnel. The agency then was re-incorporated with Mr. Lewis as president, and shortly after became a member of the AAAA.



Mr. LEWIS

Among the Lewis accounts which use radio and television are the following: Shifran Bros. (mattresses), Seidenberg cigars, John Ruskin cigars and Melba cigars (an account he retained from Lennon & Phillips), Hoyt Bros. (pie mix), Sunrise Dairies, Automagic Picture Gun, Stevens Products and Abelson Jewelers.

He has been married to the former Hyacinth Heller for the past 17 years. They have two children: Sally, 11, and Fred, 8. The family home is in South Orange, N. J.

Mr. Lewis' principal hobby is golf. He shoots in the 70's.

He also is active in community work.

beat

Mr. Ide

PHILLIPS Co., advertising and public relations, San Diego, changes name to **PHILLIPS-RAMSEY Co. CHARLES C. RAMSEY** assumes full partnership in firm. **FRAN IDE**, general manager KGB San Diego, named account executive for company.

ANDREW C. BOYD Jr., copy staff Erwin, Wasey & Co. Ltd., L. A., appointed copy chief of agency.

ROBERT ATWOOD, manager of sales service department ABC Chicago, to J. Walter Thompson, same city, as timebuyer.

LYN CONNELLY, publicity staff WBKB (TV) Chicago, to Simmonds & Simmonds, same city.

FLORENCE SHERMAN appointed radio-TV copywriter Kal, Ehrlich & Merrick, Washington. She was with WWDC Washington.

HARRY LONDON, assistant advertising manager Kay Associated Stores, Washington, to creative staff Henry J. Kaufman & Assoc., Washington. **ARNOLD FREEDMAN**, copy staff, appointed assistant production manager.

MARY HARDIN, McCann-Erickson, to Kenyon & Eckhardt, N. Y., as copywriter.

ALLAN PERRY, Doherty, Clifford & Shenfield, N. Y., to Dancer-Fitzgerald-Sample, same city, as assistant account executive on drug products.

KARL LANDT and MICHAEL DANYLA appointed to staff George R. Nelson Inc., Schenectady, N. Y. Mr. Danyla was with WPTR Albany, N. Y.

BBDO, N. Y., has volunteered to serve as unpaid advertising agency on The Advertising Council's Civil Defense campaign. **WILLARD A. PLEUTHNER and CARLETON L. SPIER**, both vice presidents BBDO, will serve as head of volunteer group and copy supervisor, respectively.

ROBERT ARIB Jr., copy supervisor Cecil & Presbrey, N. Y., to Kenyon & Eckhardt, N. Y., in copy department.

HENRY W. COVINGTON, George T. Metcalf Co., Providence, to Ellington & Co., N. Y.

PEGGY O'HALLAREN and MARGARET WEAVER to Young & Rubicam Inc., Hollywood.

LOVICK DRAPER, network sales ABC-TV Chicago, to account work Foote, Cone & Belding.

WILLIAM C. TRACEY, publicity and sales promotion director WSAZ-TV Huntington, W. Va., appointed account executive Pace-Wiles Inc., Huntington.

WILLIAM L. RUSSELL, TV and radio copy supervisor Ruthrauff & Ryan, N. Y., to Ellington & Co., same city, as manager TV copy and production.

NEEDHAM, LOUIS & BRORBY, Chicago, opens its first Canadian office in Toronto.

DEE WILLIAMS, Julius F. Zederman Adv., S. F., to copy staff of Russell, Harris & Wood, same city.

ADVERTISING CLUB OF TERRE HAUTE elected to membership in Advertising Federation of America. In joining it becomes the 100th club in AFA.

PARLIN LILLARD, manager sales promotion department, General Foods Sales Div., named president of Premium Adv. Assn. of America, succeeding **JOHN DAVIDSON** of Colgate-Palmolive-Peet Co. Other officers elected: **T. V. HARTNETT**, president, Brown & Williamson Tobacco Corp., Louisville; **RALPH SMITH**, Duane Jones Co., N. Y., and **E. C. STEVENS Jr.**, International Silver Co., Meriden, vice presidents; **GORDON C. BOWEN**, president, Premium Service Co., N. Y., treasurer. Re-elected officers: **FRANK H. WAGGONER**, Ramsey, N. J., executive secretary; **CHARLES WESLEY DUNN and FRANK T. DIERSON**, general counsel and assistant general counsel, respectively.

ON THE
WASHINGTON SCREEN

Late News ★ Sports Final

with top authorities in each field

NEWS with Gunnar Back

Monday thru Saturday—11-11:10 P.M.*

Long a Washington network radio favorite, Gunnar Back now brings his distinguished news reporting to television—in the clear-cut, concise delivery that is making him a nightly favorite in thousands of Washington homes. Each day Gunnar Back gathers *first hand* all the important news stories on Capitol Hill, giving the viewers added insight into the news. Here's television news when viewers *want* it, with a man who has earned an enviable reputation for excellent reporting on the Washington scene.

SPORTS FINAL with Dean Luce

Monday thru Saturday—
11:10-11:15 P.M.*

Last second baseball scores right off the ticker, plus the details of all games are regular features on Dean Luce's nightly Sports Final. A top sportscaster, Luce gives *complete* coverage to the day's sports results and stories. It's a late evening TV must for the sports fan AND the advertiser!

Call or Wire ABC Spot Sales

* Approximate time—May vary on some nights

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

"VIC DIEHM SAYS"
Meet Mary Lee McGeehan
WAZL'S "TALLEST" DIVIDEND

Now that your eyes are back in their sockets (go ahead...take another look I'll wait) I'd just like to say that Mary Lee's thrice-weekly Woman's Program is really paying off in TALL PROFITS on small budgets for her advertisers...as are other top "Women Shows" on WAZL. Drop her a line* ---she loves to open mail!

*For More "TALL PROFIT" Information I Mean!

open mike

Top . . .

EDITOR:

. . . Like most everyone else associated in radio, in any manner, I was brought up on BROADCASTING • TELECASTING. You won't be disappointed, I'm sure, by a lack of suggestions on my part on how to improve a magazine that is tops in the broadcasting field for sound and comprehensive reporting of industry news.

Joseph W. Palmer,
Radio Dir.
MacGruder, Bakewell,
Kostka Adv.
Denver

* * *

. . . And Bottom

EDITOR:

. . . [In BROADCASTING • TELECASTING, May 21] I read that "Scripps-Howard Radio is owned and controlled by the same interests that have the Cleveland *Plain Dealer*."

Shades of E. W. Scripps!

His first newspaper, started in 1878, was the Cleveland *Press*. . .

Jack R. Howard
President
Scripps-Howard Radio Inc.

[EDITOR'S NOTE: For associating Scripps-Howard with the rival of one of its most celebrated properties, a forgetful reporter has been tattooed with a lighthouse and the legend: "Scripps-Howard owns the Cleveland Press."]

* * *

Thank-You Note

EDITOR:

Your story on Armed Forces Day activities in . . . BROADCASTING • TELECASTING [May 21] very adequately shows how the radio-television industry and the Advertising Council cooperated to make this year's observance outstanding.

I want to take this opportunity to thank you for your nice recognition of this event and for your past coverage of our activities.

Charles E. Dillon
Chief, Radio-TV Branch
U.S. Dept. of Defense

* * *

Speaking of Results

EDITOR:

As you will recall, we ran a full-page advertisement in BROADCASTING • TELECASTING in March offering the new edition of our *Quiz on Railroads and Railroading*. I thought you might be interested in knowing that this advertisement brought us 138 individual requests for the booklet.

Albert R. Beatty
Asst. Vice President
Assn. of American Railroads
Washington, D. C.

Nearly Everybody?

EDITOR:

Frank Pellegrin is to be commended for his fine article, "BAB's Big Chance," in your May 14 issue . . . and you are to be thanked for giving it prominent postion.

Some time ago the following statistical data was passed on to me, and we have been using it in our sales department whenever we are slapped down with a newspaper pitch:

The following is from an address delivered by Dr. George Gallup to the Audit Bureau of Circulations:

Only one person in three bothers to turn to the inside page of a newspaper to continue a story from the front page.
Only one person in three reads anything on the average black and white page carrying display advertising in Sunday papers.
Only 13% of readers of Sunday newspapers read best news story, feature or picture, below the fold on pages carrying display advertising.
Only 10% of readers of daily newspapers read typical news story or feature below the fold on an inside page.

At one time *Editor & Publisher*, trade paper of the newspaper industry, was the authority for the statement that not more than 7% of the gross circulation of newspapers read a given ad.

These facts, if they still hold up, could make an interesting addition to Frank Pellegrin's fine article.

Don Ioset
Vice President
WPIT Pittsburgh

* * *

Jersey Bounce

EDITOR:

We are glad to note the alertness of your reporter concerning the New Jersey Broadcasters Assn. meeting in Atlantic City at which New Jersey stations justified higher, not lower, radio rates.

We adjusted our rates upwards last October, and based on our 1951 audience measurement, radio in Asbury Park is worth more in 1951 than it was in 1950. The answer seems quite simple to us: There are more radio homes, more radio sets and more radio listeners.

Thomas B. Tighe
Manager
WJLK Asbury Park, N. J.

* * *

Networks Are Necessary

EDITOR:

In the May 7 issue, OPEN MIKE, Gustav K. Brandborg, assistant general manager at KVOO Tulsa, asks: "Are networks necessary?" The obvious answer to such a thought-provoking question is: "They are." . . .

In my opinion today's networ

(Continued on page 77)

bad news for "Dusty Disc"!

Capitol's new Custom Library Service is most unpopular with Dusty *(never used)* Disc, because a station which selects only the music it needs with this new modern library plan has no place for the loafer.

And, by eliminating Dusty, the Custom Subscriber saves money. For though he isn't used, Dusty's vinylite and transportation are expensive.

The Capitol Custom Service provides a basic Library of approximately 2000 tunes (selected by subscriber from complete catalog) to start. With the first month it expands and rotates with generous new and exchange allowances—all selected by the subscriber to suit his requirements!

A collect wire will bring all the details on this new, modern Library Service plan. Send it today!

It's the library you want at the price you want to pay

Sunset at Vine • Hollywood 28, Calif.

Capitol RECORDS, INC. BROADCAST DIVISION

In The Public Interest

Camp Funds

WDRC Hartford, over its program, the *Needle Club*, on May 21 began the annual drive for Camp Courant, summer camp for children conducted by the *Hartford Courant*. Last year the program raised $1,125 for this purpose.

* * *

Nurse Recruiting

WNAX Yankton, S. D., to spur recruitment of badly-needed student nurses, taped a half-hour program at a local hospital. The program, which followed a prospective student nurse on a tour of all hospital departments, included explanations by each department head of the function of that particular division, and told how after student qualifies as full-fledged nurse, she would be eligible for specialized duty.

* * *

Symphony Campaign

WWIN-AM-FM Baltimore raised nearly $2,000 in pledges during a 4½-hour marathon broadcast on behalf of the Baltimore Symphony Orchestra. Rival stations carried advance plugs free. The broadcast was made up of a volunteer cast.

* * *

Hospital Fund

RADIO and TV stations in the Washington, D. C., and Arlington, Va., area are cooperating on a local Mrs. Hush contest designed to channel $400,000 into a new building campaign for the Arlington Hospital. Recorded clues are being played on local stations at various times during the current month. Eligibility for contest entry hinges on a $1 contribution to the building fund. Winner will receive 1951 Oldsmobile coupe for correctly identifying Mrs. Hush and writing best 25-word statement on "Why I Should Buy Defense Bonds." Appreciation for radio-TV station participation was expressed by Clarke Daniel, campaign chairman for the building fund, who praised outlets for making the contest possible.

* * *

"B-Day"

BILL WEAVER, KCBS San Francisco personality, staged his third "B-Day—Bring a Boy Back" drive for blood donors May 22. He broadcast his early morning and afternoon show direct from the Irwin Memorial Blood Bank in San Francisco and appeared as guest on other KCBS programs during the day to urge blood donations. The blood bank remained open extra hours for respondents to the Weaver pitch. In his two previous B-Day drives, Mr. Weaver succeeded in substantially raising the blood bank take for the day. The Red Cross has highly commended KCBS for the efforts.

* * *

Police Praise WJBK

CREDIT for the apprehension of two hit-and-run killers has been given to WJBK Detroit by the Detroit Police Dept. The station's hourly newscasts plus commentary by WJBK's featured disc jockeys were named as key factors in producing confessions from two teenage motorists, according to a letter received by General Manager Richard E. Jones from Traffic Director James A. Hoye. The entire Detroit Police Dept. expressed gratitude, noting that the two youths "stated in their confession that they had given themselves up because of the publicity given to their brutal act of leaving an injured person to die. This state of mind was a direct result of the publicity program you so heartily put in action."

* * *

'Pint Parade'

BOURNE RUTHRAUFF, vice president of Ruthrauff & Ryan, New York, has been named chairman of advertising agencies section of United Entertainment Industry's blood donor drive in New York on behalf of Red Cross. He will be assisted by Tom Slater, also a vice president of Ruthrauff & Ryan. A temporary blood donor center has been opened in Rooms 143-145 of the Hotel Astor, and other temporary units are being or will be set up at Manhattan Center. CBS, NBC and DuMont Network for the convenience of donors from the craft unions and network employes. The campaign will end with an all-star benefit, "Pint Parade," to be held May 29.

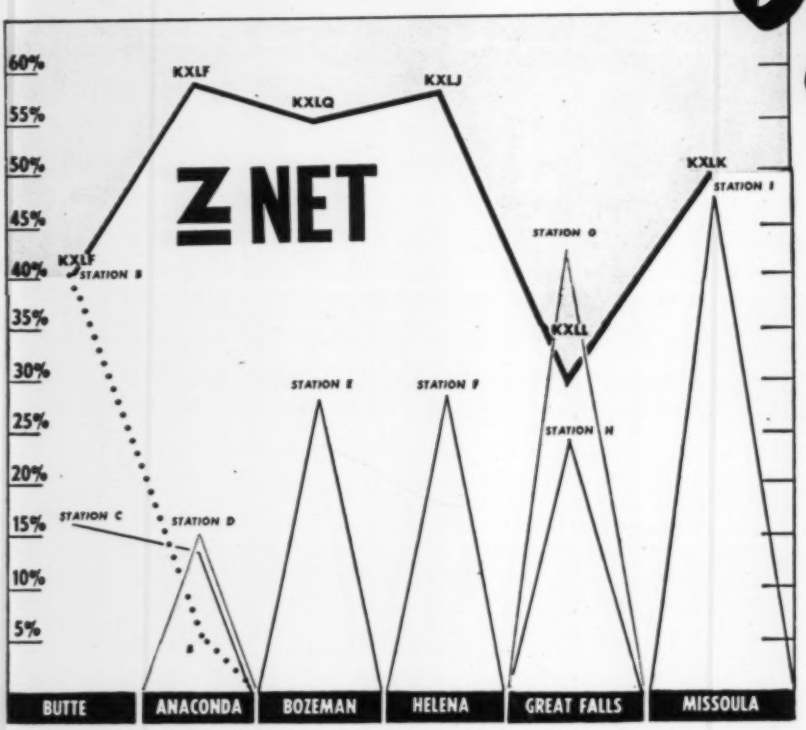
* * *

Music Festival

CKCW Moncton, N. B., May 7-12 sponsored Moncton Music Festival where over 1,200 entries, comprising more than 4,000 persons, competed in 237 classes. Twenty-two scholarships and prize awards were arranged for by CKCW, which underwrites all expenditures. First annual festival was held in 1947.

COMPARATIVE SHARE OF AUDIENCE IN 6 MONTANA CITIES

Day and Night



Percentages shown in this graph are based on BARROMETER surveys for January-February, 1951 for 6 Montana Cities.

Monday through Friday average listening 6:00 A.M. to 11:00 P.M. Averages for stations signing on after 6:00 A.M. or signing off earlier than 11:00 P.M. are based on actual time on the air.

Complete Coverage on Z Net (with a single contract) . . . a better buy!

1 announcement	$17.00
¼ hour	40.00

Stations B, D, E, F, G, I . . . (maximum competitive coverage)

1 announcement	$ 41.06
¼ hour	133.00

Stations C, D, E, F, H, I . . . (minimum competitive coverage)

1 announcement	$ 44.11
¼ hour	147.00

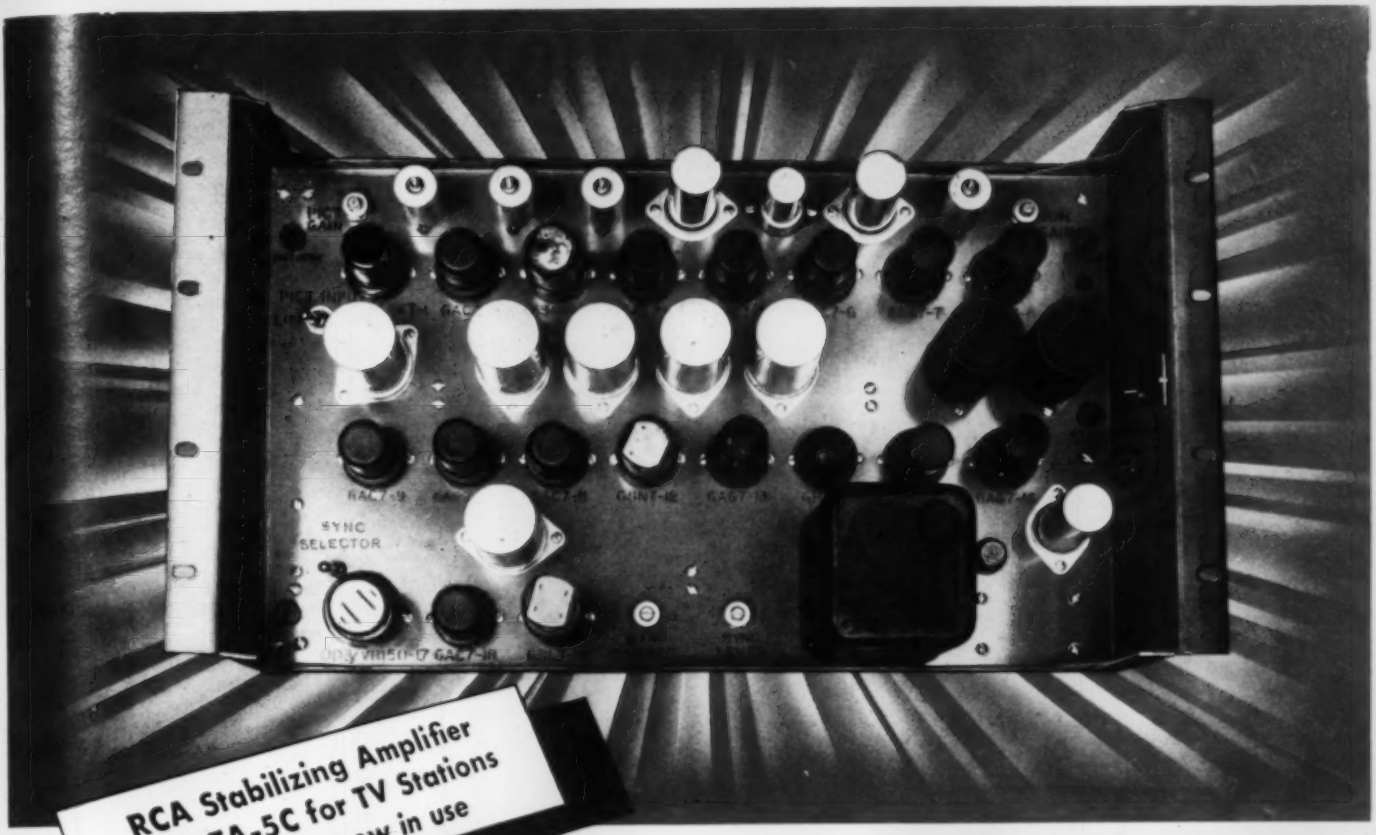
The Z Net, when purchased in combination with other XL Stations (KXL-Portland) (KXLY-Spokane) of the Pacific Northwest is procurable at a lower rate than even the low rate quoted above.

Pacific Northwest Broadcasters

San Francisco Los Angeles

The Walker Co.

New York Chicago



RCA Stabilizing Amplifier
Type TA-5C for TV Stations
Over 400 now in use

Best in the Business
—take stability, for instance

• Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors—makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. *Need we say more?*

* * *

Call your RCA representative for price and information on delivery. Or mail the coupon—today.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Dept. QD-19
RCA Engineering Products
Camden, N. J.

Send me price and complete information on the RCA Type TA-5C Stabilizing Amplifier.

Name_____

Address_____

City_____ State_____

Station_____

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 22 WASHINGTON, D. C., MAY 28, 1951 $7.00 A YEAR—25c A COPY

ABC, UPT AIM FOR JULY MERGER

CBS To Get WBKB

PLANS for infusion of United Paramount Theatres wealth and knowhow into the ABC radio and television networks began taking form within 24 hours after last Wednesday's announcement that ABC and UPT officials had come to terms on a $25-million merger which UPT spokesmen say they hope to complete by late July or August.

In a parlay on the record-setting deal, CBS, which initiated the negotiations several weeks ago but lost out, would buy UPT's WBKB (TV) Chicago for $6 million and thus partially satisfy its desire for three more stations in its TV line-up, which set it to bidding for ABC in the first place [BROADCASTING • TELECASTING, May 7].

It was considered inevitable that FCC would call a hearing before passing upon a transaction of such a magnitude as the ABC-UPT merger, with close examination of public-policy questions relating to theatre ownership in the broadcasting field and, particularly, a study of the merger plan in the light of FCC's repeatedly avowed preference for dissemination of control over media of mass communications (see story page 32).

Under the proposal, which is subject to directors and stockholders as well as FCC approval, Leonard H. Goldenson, president of UPT, would be president of the new company—American Broadcasting-Paramount Theatres Inc.—while Robert E. Kintner, president of ABC, would be president of the radio and television division. Edward J. Noble, chairman of the board of ABC and owner of 57% of its stock, would be chairman of the finance committee of the new company's board of directors.

Mr. Goldenson affirmed reports that the theatre company has $30 million in cash reserves which can be invested in development of the radio and television properties.

* * *

Mr. Kintner

Mr. O'Brien

Mr. GOLDENSON

Mr. NOBLE

* * *

On the heels of the merger plan disclosure came an announcement Thursday that two key officials of the theatre chain would move into top-level executive positions of the proposed radio and television division. Robert H. O'Brien, secretary, treasurer and a director of UPT, would become executive vice president of the radio-TV division, and Robert M. Weitman, a UPT vice president, would become vice president in charge of program and talent development for both radio and television (biography page 36).

It was understood also that John H. Mitchell, general manager of WBKB, and other top executives of the station would move into the management of ABC's WENR-TV Chicago upon completion of the merger.

The WBKB call letters would be transferred to WENR-TV, it was reported, and CBS is expected to use its WBBM Chicago station call in identifying the TV station, now known as WBKB, which it acquires from the new company. Management of the TV station under CBS ownership is expected to be headed by H. Leslie Atlass, CBS Central Division vice president.

Five members of the present ABC board were designated to serve with 13 UPT directors on the board of the proposed new company: Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hinckley, and Owen D. Young.

Woods' Status

The status of Mark Woods, vice chairman of the ABC board and former president of the network, was not defined. Of the other ABC directors—Alger B. Chapman, C. Nicholas Priaulx, Franklin S. Wood and William Zeckendorf—it was assumed that Mr. Priaulx, as treasurer of the present network, would be assured of a key position in the new company.

UPT representation of the new company's board would consist of UPT's present 13-man board: Messrs. Goldenson and O'Brien, and John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Walter W. Gross, Robert L. Huffines Jr., Herbert Schwartz, William T. Kilborn, Walter P. Marshall, and Robert B. Wilby (for background on directors, see below. Goldenson sketch page 32).

The present ABC board meets

(Continued on page 32)

American Broadcasting-Paramount Theatres Inc. Board

ABC Members . . .

EDWARD J. NOBLE

Businessman, industrialist, banker and financier, Edward J. Noble has been in radio a decade. He was born at Gouverneur, N. Y., in 1882. His extensive business and financial career led to the board chairmanship of Life Savers Corp., among many prominent connections. He served as Under Secretary of Commerce during the administration of Franklin D. Roosevelt, and was first chairman of the Civil Aeronautics Authority. He entered radio in 1941 by buying WMCA New York. Two years later he bought the Blue Network for $8 million and became board chairman.

ROBERT H. HINCKLEY

An academic career at his alma mater, Brigham Young U., preceded entry of Robert H. Hinckley into politics and business. Born at Fillmore, Utah, in 1891, he was elected to the state legislature after combining teaching with football coaching. In 1916 he started an auto business, moving into aviation 12 years later by forming Utah Pacific Airways. In the mid-'30s he was assistant administrator of WPA and joined Civil Aeronautics Authority in 1938 under Edward J. Noble. When Mr. Noble became Under Secretary of Commerce he joined him as Assistant Secretary. He became an executive of Sperry Corp. in 1942 and later director of the Office of Contract Settlement. In 1946 he became ABC vice president and director.

Mr. Hinckley

ROBERT E. KINTNER

National prominence came to Robert E. Kintner in the late '30s when he wrote a syndicated column in collaboration with Joseph Alsop. They wrote two books, *Men Around the President* and *American White Paper*. During World War II he served in the Army's G-2, later being transferred to public relations. In September 1944 he joined ABC as a vice president, became executive vice president in 1946 and finally president. He was born in 1909 at Stroudsburg, Pa.

(Continued on page 36)

CONTRACT ACTIONS

Sponsors Set Changes

By FLORENCE SMALL

WITH the approaching end of the current contract cycle on June 1, a wave of nervous action has broken on the industry, spraying the air with reports of reorientation, renewals and cancellations affecting, among others, some of the most formidable advertisers in radio and television.

Such impressive clients as General Foods, Lever Bros., Campbell's Soup and Schlitz Brewing Co. are contemplating—and in some cases have already concluded—decisions of major change in their established operations.

General Foods is releasing its 12-year sponsorship of *The Aldrich Family* on radio and television, still retaining, however, its time segment on NBC-TV, Sunday, 7:30-8 p.m. Latter period will be filled by the sponsor with a summer replacement, *Who's Who*, featuring Phil Baker. Advertiser is looking for a new property for the time in the fall. General Foods is also dropping Bert Parks daytime show on CBS-TV for the summer. Young & Rubicam, New York, is the agency.

Meanwhile, Campbell Soup Co. has bought the *Aldrich Family*, a William Morris package, to replace its *Henry Morgan Show*, Friday, 9:30-10 p.m. on NBC-TV. Warwich & Legler, New York, is the agency.

Lever Bros.' Plans

Lever Bros. is considering dropping sponsorship of *My Friend Irma* on CBS, Monday 10-10:30 p.m., through Foote, Cone & Belding. Advertiser may retain the time with another show. Actual decision is expected early this week. Lever Bros. *Lux Radio Theatre*, on CBS through J. Walter Thompson, New York, is expected to be retained next fall.

Schlitz Brewing Co., is renewing its *Halls of Ivy* starring the Ronald Colmans, on NBC, but is still undecisive as to what will happen to its television show, *Pulitzer Prize Playhouse*, on ABC-TV. Format, because of shortage of material, is expected to be dropped. However, another show—most likely dramatic—will be sponsored next year. Schlitz would like to take over the *Ford Theatre* time on CBS-TV, alternate Friday, 9-19 p.m., should Ford Motor Co. not renew its contracts. Ford, through Kenyon & Eckhardt, New York, is expected to either renew *Ford Theatre* or plunge the money into the James Melton *Ford Festival*, currently sponsored on NBC-TV by Ford Dealers of America, through J. Walter Thompson, New York.

Motorola TV, through Ruthrauff & Ryan, will drop sponsorship of its part of the comedy *Four Star Revue*, Wednesday, 8-9 p.m. on NBC-TV but is expected to remain in television next year with a less expensive program. Time and format are as yet undecided.

Chrysler Corp. (Dodge cars) through Ruthrauff & Ryan, did drop sponsorship of its *Show Time USA*, Sunday, on ABC-TV. Agency, however, is understood to be recommending two film shows for fall presentation. *Mayor of the Town* and *Call the Police*. An early decision is expected.

Celanese Corp., through Ellington & Co., New York, is understood to be considering a one-hour TV show for fall. One of the packages being considered is the ANTA program.

Philip Morris, through Biow Co., New York, is dropping Ralph Edwards in television. *Crime Doesn't Pay*, a film series, takes over the 10-10:30 p.m. period Thursday on CBS-TV.

Ronson on CBS

Ronson Lighters through Grey Adv., takes over the 6:30-7 p.m., Sunday spot on CBS-TV which was dropped by Nestle's cancellation of *Mr. I. Magination*. Effective July 29, Ronson will sponsor Peter Lind Hayes and Mary Healy in *Star of the Family* in that time.

Coca-Cola Bottlers, New York, through William Esty Co., New York, is understood to be considering a half-hour TV show and announcement is expected early this week.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"But if color TV is such a success, why didn't radio have it long ago!"

Esso Spot Campaign

STANDARD OIL of Indiana, Chicago, is running a six-week spot saturation campaign on 14 AM and four TV stations in Detroit and Milwaukee for its Red Crown gasoline. About 700 AM spots are being used in Milwaukee and 1,000 in Detroit, plus some 200 video commercials in each city, on one Milwaukee station and three in Detroit. Agency is McCann-Erickson, Chicago.

WEIS QUITS L-W

Named World Sales Manager

PIERRE WEIS, 45, vice president in charge of sales, Lang-Worth Features, New York, has been named sales manager of the World Broadcasting System effective immediately, it was announced last week by Robert W. Friedheim, general manager of WBS.

Mr. Weis

Mr. Weis joined Lang-Worth Features as a salesman in 1941, taking a leave of absence from 1943-46 to serve as a lieutenant in Army Transportation Corps. Upon his return to Lang-Worth in 1946 he was named sales manager and raised to vice president in charge of sales in 1949.

Born in Paris, France, in 1909, Mr. Weis is a graduate of the Sorbonne and holds the degree of bachelor of mathematics and philosophy. Upon his arrival in the U. S. in 1937, he became general manager of Ozaphane Corp. of America, film manufacturer. In 1939 he returned to his native country to serve as a lieutenant in the French Army, returning to this country at the end of 1940 after Germany occupied France.

SUMMER BUSINESS

Outlook Bright at WCCO

SUMMER business outlook is bright at WCCO Minneapolis, the station announced last week.

WCCO reported all indications were that both the number of 52-week advertisers and the seasonal "summer" advertisers will surpass previous years. In 1950 station had a 17% increase over 1949.

NBC MEETING

Midwest Affiliates Gathe

THREE dozen promotion managers from NBC's midwest affiliated stations met Wednesday in Chicago for the second in the network's series of meetings on upcoming plans and exploitation techniques Hal Smith, NBC Chicago network promotion manager, made arrangements for the day-long meeting at the Palmer House. George Wallace, manager of radio advertising and promotion, New York, and Pat Steele, supervisor of audience promotion, scheduled the agenda.

Speakers included Art Farlow of J. Walter Thompson, Chicago; Charles Karr, sales promotion manager of Allis-Chalmers Mfg. Co., Milwaukee; James Brown, BBDO New York; Bill Wiseman, WOW Omaha; Joseph Cook, KSTP Minneapolis, and Jack Ryan, NBC Chicago. They discussed and outlined summer and fall sales pictures of the network, NBC's 25th anniversary plans, summer and fall promotion, press and publicity activities, the value of the stations reporting its promotion work directly to clients and agencies and merchandising and station promotion.

The promotion conferences are expected to be resumed as an annual affair, as they were prior to three years ago. A similar clinic was conducted in New York Monday and in Atlanta Thursday, and will be held in Hollywood and Dallas this week.

Attending the Chicago meeting:

Mr. Wiseman, Milton Greenebaum, WSAM Saginaw, Mich.; Roy Pedersen, WDAY Fargo; Frederick C. Schilpin, KFAM St. Cloud; George D. Cowle, WEBC Duluth; Mr. Cook, KSTP; Ronnie Lee, *Welcome Travelers*, Chicago; John R. Gnau, WWJ Detroit; Fred Reed, WOC Davenport; E. G. Feinthel, WLW Cincinnati; Howard Silbar, WOOD Grand Rapids; Otto Bremers, Thomas J. Horan and John M. Keys, WMAQ Chicago; P. O. Runnerstrom, WLOK Lima.

Bib Maley, WHIZ Zanesville; W. E. Frase, WMC Memphis; David Pasternak, KSD St. Louis; Del Greenwood, WGBF Evansville; John F. Meagher, KYSM Mankato; Dave Gentling, KROC Lancaster; Don Degroot, WWJ Detroit; Al Morrison, Procter & Gamble; John F. Whalley, WMAQ Chicago; John Schweiker, WHO Des Moines; Harry C. KOPF, NBC Chicago; W. W. Woods, WHO Des Moines; Martha M. Turner and Madeline K. Barry, WBOW Terre Haute; Jim Burt, KELO Sioux Falls; Bruce Wallace, WTMJ Milwaukee.

J. R. McKinley, WTAC Flint; Robert Nelson, WEAU Eau Claire; Art Pallow, Les Lear and Tommy Bartlett, *Welcome Travelers*, Chicago; Howdy Meyers, WMAQ Chicago; George Dietenderfer, Gordon Mills and Sol Kaney, NBC Chicago, and Polly Sturgeon, NBC Chicago.

COY RENAMED

Senate Hearing Tomorrow

EARLY SENATE approval of Wayne Coy to chairman the FCC for a full seven year term was seen last week as the Senate Interstate Commerce Committee scheduled consideration of the nomination for tomorrow (Tuesday).

The Senate received President Truman's nomination of Chairman Coy for reappointment to the Commission last Tuesday. After an executive session the following day, Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) announced the hearing schedule.

The open session tomorrow will be the question-and-answer type usually afforded a nominee. Chairman Coy can be expected to read a prepared statement. The hearing will be held at 10 a.m., Room G-16 in the Senate wing of the Capitol.

Committee approval is tantamount to Senate confirmation. Sen. Johnson indicated that he expects no contesting of the nomination. Chairman Coy is held in high esteem on Capitol Hill by a formidable number of Senators.

President Truman did not specify Wayne Coy for the chairmanship because by law, the Chief Executive may select the chairman from the seven members of the Commission.

The FCC Chairman's current term expires June 30, 1951. His reappointment would become effective July 1. He became chairman of the Commission Dec. 29, 1947 to succeed Charles R. Denny under a recess appointment by President Truman. The President then, as he did now, named him as a Democrat from Indiana.

Station Connections

The Senate confirmed the 1947 nomination on Jan. 30, 1948. Before heading the Commission, Chairman Coy was radio director of WINX-AM-FM Washington, then a holding of the *Washington Post*, which now is majority stockholder of WTOP-AM-FM-TV Washington. He also served as an assistant to Eugene Meyer, publisher of the *Post*.

In government service since 1935, with exception of his radio post from 1942-47, Chairman Coy is widely recognized as an energetic and able administrator.

As head of the Commission, Wayne Coy has led a colorful career in the communications regulation field. A former broadcaster, Chairman Coy is acutely aware of broadcast-telecast problems.

President Truman's nomination last week is seen in some industry quarters as a "clearing of the air" that up to the present time has been misty as to the Chairman's future in government.

With the Korean incident and the mushrooming of defense agencies to handle the mounting problems of semi-war footing in government and industry, rumors of Chairman Coy's departure from the FCC to head up a defense agency, possibly a new communications board, had been prevalent.

His name also was proferred as top-man of a so-called "super-FCC," which in the past few months was projected thinking in government quarters as possible solution to the problems of spectrum allocation for government and industry.

Chairman Coy has watched the radio-TV industry develop in the post-war period from his governmental lookout-post. In the manner that he boosted FM before becoming FCC Chairman, Wayne Coy praised UHF's future as a TV-band as early as 1949. He also weathered the storm that greeted a prolonged TV allocation freeze.

Part of FCC's allocation study was the color television study, culminating in the decision on standards. Again, Chairman Coy was on center stage in that whirligig.

In the radio field, Chairman Coy has carried with him the credo he enunciated when he was in the broadcasting business—the public must come up to the level of the program instead of the program coming down to the level of the public.

As late as May 1949, Chairman Coy said the public must look to broadcasters rather than to federal regulation for a standard in radio services. In February 1950, he labeled "dangerous" for any seven persons to have authority to say what shall go on the airwaves. A month later in Oklahoma, he called for the industry, TV in particular, to "clean up" its programs.

Rumored Changes

Job rumors accompanied Chairman Coy for a good spell of his years at the Commission. Early in his FCC career, he was mentioned for a possible United Nations or State Dept. position. In March 1949, he was scotching reports that he would be named by President Truman as chairman of the National Security Resources Board. Two months later, he was being mentioned as the future "czar of TV" as head of the Television Broadcasters Assn., since fused with NARTB.

Some doubt had been expressed as to Chairman Coy's wish to continue as head of the Commission in light of his physical condition. Last winter, he took a seven-week vacation on advice of his physician.

However, Chairman Coy is a relatively young man at 47—he will be 48 this November—to have

Mr. COY

* * *

compiled a long and successful government service.

A former editor and publisher in Indiana, Wayne Coy subsequently served as an assistant to President Roosevelt in the early forties, followed by a two-year tenure as Assistant Director of the Budget. He also served in the Federal Security Administration in various capacities under Paul V. McNutt, whom he assisted in the Philippines when Mr. McNutt was High Commissioner and in Indiana when Mr. McNutt was Governor.

FBI PROBES BASEBALL

On Radio-TV Rights

ORGANIZED baseball is on trial again before the bar of Justice.

A sweeping "catchall" probe into restrictions placed on broadcasts and telecasts of all professional and amateur sports—with special emphasis on baseball's play-by-play policies — was announced last Wednesday by the Justice Dept.

Attorney General J. Howard McGrath said he had ordered the Federal Bureau of Investigation to launch the inquiry, partly on the basis of a "substantial number of complaints" over "alleged restraints imposed by professional baseball upon the broadcasting and televising of games."

The investigation, which will extend 30 or perhaps 60 days, will also carry over into professional and college football and other sports, for which a substantial number of radio-TV contracts now hang fire.

NCAA Under Study

Inclusion of campus football in the scope of the far-reaching inquiry doubtless will find a number of sympathetic supporters, particularly among colleges who have revolted against the attempt of some well-organized institutions to control the beneficent football telecasting business. Protests already have been lodged with the National Collegiate Athletic Assn., whose committee engineered a plan for limited telecasts and whose action was under study by the Justice Dept. [BROADCASTING • TELECASTING, May 21].

Scrutiny of exclusive radio-TV rights sold to advertisers on a territorial basis also was implied, though not expressly singled out, in the Justice Dept. announcement that the FBI will seek "all the facts." The exclusivity issue had been raised in complaints over football practices, it was learned.

Almost simultaneously the issue attracted attention on Capitol Hill where:

● A Congressional subcommittee served notice it may look into broadcasting contracts during hearings on baseball anti-trust aspects.

● Sen. Ed. C. Johnson (D-Col.) and three House members introduced bills to exempt all professional sports from anti-trust laws.

While the Justice Dept. move was widely regarded as signifying the end of an 18-month old truce involving broadcasters, telecasters and the public on the one hand and professional baseball on the other, Atty. Gen. McGrath emphasized that the probe was directed in order that "all the facts may be carefully examined and a determination made as to whether further action is required."

The Justice Dept. had suspended its earlier investigation in October 1949—it originally began in 1948—on the premise that "substantial changes" had been made in major and minor league radio-TV practices. Authorities warned, however, that the department would take "appropriate action" in the future if evidences of restraint occurred. Last week Atty. Gen. McGrath noted that the anti-trust division has since "continued to receive a substantial number of complaints."

Original revisions, set forth in 1949 when the Justice Dept. suspended action, restricted the veto power of local clubs over the local broadcasting of other games. Each baseball team was permitted to control baseball radio-TV broadcasting rights within a radius of 50 miles of its own park—only at the time it is actually playing [BROADCASTING • TELECASTING, Oct. 31, 1949]. It is this factor which has commanded the attention of department lawyers, it was understood. At least two radio stations — WFIN Findlay, Ohio, and KFSB Joplin, Mo—have filed anti-trust suits against baseball clubs in federal courts the past fortnight.

WFIN reportedly charged it is not permitted to air Cleveland games in its area when the nearby Lima club, 35 miles away, is playing at home. KFSB, which dropped an earlier suit against the Joplin team, advertising agency and a brewery sponsor, has filed a new injunction against the Joplin Baseball Corp. claiming interference. (see story page 76).

The Congressional phase arose

(Continued on page 73)

PROGRAM FACTS

Program: "Meet Your Congress."

Stations: WWJ Detroit, WINX Washington, WHAT Philadelphia, WINS New York, WBZ Boston, WIRE Indianapolis, WKRC Cincinnati, WTHT Hartford, WHK Cleveland and KGW Portland. Other stations periodically.

Sponsor: Public service.

Cast: Charles T. Lucey, moderator, or as occasion may demand, Sen. Blair Moody (D-Mich.). Members of Congress.

Producer: Sen. Blair Moody.

IN REVIEW . . .

THE junior Senator from Michigan, Blair Moody, is producer of a transcribed radio show that is supposed to introduce the listener to what various Congressmen have on their minds about certain subjects.

Obviously that is why the half-hour transcribed program is titled, *Meet Your Congress.*

The idea for the listener, we presume, is to listen, judge and then mark up the little black book with lots of notes for use around election time, a practice by the general public that gets quite irritating to our lawmakers at times.

Meet Your Congress has the usual panel format. Four members of the elite chambers participate, two pro and two con. Time limit is placed for everybody to have an uninterrupted say, then anchor is hoisted for debate.

This reviewer listened to a half-hour yes and no discussion on the control of meat prices and thanked heaven the dinner menu that night was macaroni and cheese with salad.

Participants on this forum were Sens. Edward J. Thye of Minnesota and Hugh Butler of Nebraska in opposition to the government's projected control program and Reps. Jacob K. Javits of New York and Richard Bolling of Missouri who believe the plan will work. Rep. Bolling was the only Democrat, Rep. Javits a liberal Republican and the other two of the GOP.

When everybody got what he had to say off the hoof, the panel, as it does every week, changed pace and permitted all to get into the act, uninhibited.

Charles T. Lucey, the moderator, performs quite well, although his voice lacks the refined edges which Sen. Moody applies when he presides.

The program has an impressive beginning, the sound effects of a gavel rapping for order, an essential for any forum, radio or otherwise. This is followed by the rather tiring voice of Mr. Lucey, who most likely will improve his delivery and style as the program progresses.

So that the audience will not think this is a Western he is listening to, the moderator goes on to explain what the whole problem of live cattle and slaughtered animals is about. And he is quick to remind that this issue is nearly

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TIME CHARGES

CBS, MBS Show Increases; TV Jumps Sharply

CBS and MBS gross radio time charges for January-through-April 1951 exceeded those for the same period last year, according to Publishers Information Bureau figures released today (Monday) in New York.

While the two networks both reported time charge gains, network grosses as a whole recorded a drop from $65,217,563 in 1950 to $64,054,755 in 1951 over the four-month period. Aggregate gross time charges for all networks in April, however, rose from $15,908,806 to $15,921,908 on the strength of CBS and MBS boosts.

Three TV networks (DuMont not reporting) registered substantial increases January-through-April this year compared to the four-month period for 1950—roughly 450% on both an individual and aggregate basis—showing $34,198,545 against $8,193,058 for gross TV network time charges. April showed a gross of $9,089,454 compared to $2,393,063 for the same month last year.

Gross network radio and TV time charges as reported by PIB:

* * *

NETWORK RADIO

	April 1951	April 1950	Jan.-April 1951	Jan.-April 1950
ABC	$ 2,975,078	$ 3,128,603	$11,668,556	$13,310,356
CBS	6,509,147	6,054,738	26,297,709	23,904,827
MBS	1,539,801	1,441,452	6,157,399	5,932,436
NBC	4,897,882	5,284,013	19,931,091	22,069,954
TOTAL	$15,921,908	$15,908,806	$64,054,755	$65,217,543

NETWORK TELEVISION

	April 1951	April 1950	Jan.-April 1951	Jan.-April 1950
ABC	$ 1,417,189	$ 372,022	$ 5,540,229	$ 1,152,979
CBS	2,913,956	873,343	11,109,362	2,696,799
NBC	4,758,309	1,147,698	17,548,954	4,343,280
TOTAL	$ 9,089,454	$ 2,393,063	$34,198,545	$ 8,193,058

RADIO STILL BEST

NBC, CBS Promotions Say

TELEVISION or no television, radio is still THE medium to reach more people for less money, NBC and CBS stressed in sales and promotion pieces last week.

Both networks recognized that television is here and to be reckoned with—by all other media. But radio, they related, reaches farther, costs less and delivers more.

NBC's faith in radio was reiterated by its officials in the opening meetings of a series of regional sessions with affiliated station promotion managers; CBS's, in a new radio sales presentation unveiled Thursday.

Other Showings Set

The CBS presentation, to be shown later in Chicago and Detroit and on the West Coast, was prepared under the direction of Louis Hausman, CBS vice president in charge of advertising and sales promotion, and George Bristol, director of presentations, and was outlined to trade newsmen by Edward Shurick, CBS market research consultant, at a luncheon in New York.

It is estimated that by the most extravagant yardstick the number of "effective" radio homes would decline no more than 8.5% this year—from 31.9 million in January to 31.1 million next January.

This estimate takes into account the number of radio homes, number of television homes (January 1952 estimate: 16 million) and the scientifically evolved estimate that radios in TV homes are in use about 25% as much as in non-TV homes.

The 8.5% decline in effective radio homes, if it amounts to that much, is well within the 10-15% radio time-cost reductions already announced by CBS, NBC and ABC and expected to be instituted by Mutual.

Television, the study asserts, is cutting into radio "just as it is cutting down the time that people spend with all other media," but "projections for TV's influence in the coming 1951-52 season still leave plenty of room for big network radio audiences."

"Dollar for dollar," the newsmen were told, "the average advertiser in CBS nighttime radio reaches 53% more prospects than in big national magazines, and 137% more than in big-city newspapers."

Advertisers, it was asserted, should stop thinking in terms of "averages" and consider networks and programs separately — and should remember that mounting TV costs may force smaller advertisers out of television, with the result that they should establish radio "franchises" by buying radio time now.

Terming radio "the only medium that reaches all the people," the study points out that there are 41.9 million radio homes, aside from 19.1 million auto radios and 5 million sets in public places — and not counting an estimated 30 million secondary sets in homes, which would bring the overall total to almost 100 million.

Out of this total, CBS maintains, radio advertisers win bigger individual audiences than they can reach through any other medium. In February, it is pointed out, 58 network programs delivered more than 10 million counted listeners a week, and 164 delivered over 5 million.

Yet network radio's cost-per-thousand listeners has increased less than that of any other medium, CBS continues. Since 1946, it is pointed out, U. S. wholesale prices have gone up 65%; charges of eight big magazines have gone up 47%; those of 94 big-city papers are up 24%, while CBS nighttime radio is up only 10%, in cost-per-thousand, compared with 1946.

Even if the number of TV homes reaches 16 million by next January, CBS notes, 27 million radio homes will still be without TV.

Budgets Run High

The CBS presentation cites food products, cigarettes, and soaps and drugs manufacturers, representing 18 of the top 25 advertisers, as choosing network radio over all other media, having devoted from 38% (cigarettes) to 56% (drugs-soaps) of their budgets to this type of advertising since 1936.

The 18 top advertisers in these three product categories spent almost $2.5 million more in network radio in 1950 than in 1949, and for the first quarter of 1951 ran only 1% behind their total for the same period of last year, it is pointed out.

These top 18 advertisers, CBS says, choose network radio because they have the greatest need for effective advertising; have the greatest resources for testing advertising values, and find that network radio gives them the best

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AFFILIATES GET ACTION

ANA Will Meet

ACTIVITIES of the radio-wide Affiliates Committee to prevent a rate-cutting rout which could seriously impair if not totally destroy radio's position as the nation's foremost advertising medium began to show results last week.

Some 360 network-affiliated stations had by mid-week made contributions to the committee's war chest aggregating between $23,500 and $24,000, Committee Chairman Paul W. Morency, WTIC Hartford, told BROADCASTING • TELECASTING.

The Assn. of National Advertisers acknowledged the Affiliates Committee invitation for a calm and considered discussion of the overall radio situation with a letter that expressed willingness to meet with the committee as soon as a time convenient to both groups can be set.

At week's end, however, the committee had received no word from the networks in response to its letters asking them to state on the public record their intentions as to the continued support of sound broadcasting.

Meeting in New York a week earlier, the committee had established itself as a permanent organization and had asked its New York counsel, White & Case, to prepare the papers necessary for incorporation [BROADCASTING • TELECASTING, May 21]. Its aim, the committee stressed, is not "to duplicate the activities of any other organization within our industry" but to work with other trade groups in channeling their activities in the right direction "so the end results will be satisfactory."

NARTSR Meet Planned

As a first step in this direction, the committee planned an early meeting with the National Assn. of Radio and Television Station Representatives, probably through a subcommittee to be named from eastern members of the Affiliates Committee. They would work with the NARTSR subcommittee already appointed toward the common goal of preventing a spread of rate cuts from the networks to time sold individually by stations to national and local advertisers.

Despite the willingness of the ANA to arrange a meeting between the Affiliates Committee and the ANA's own radio and television committee, the response of ANA President Paul B. West to Mr. Morency offered little hope that such a meeting would effect any reversal of the association's stand on radio rates.

"In discussing problems of mutual interest," Mr. West wrote: "I have to make it clear that the ANA cannot at this time, or at any other time, engage in a discussion of radio rates. The ANA, as such, is not a buyer of radio advertising, nor does it consult with its members regarding radio rates as established either by individual stations or the networks."

That the Affiliates Committee should "have assumed otherwise" is not surprising, Mr. West said, "because of the widespread misunderstanding as to ANA's exact position." ANA's "only interest," he explained, "has been to determine as best we could the actual impact of television on radio audiences by a study of the available statistical data and to make those facts known to our members who are interested in radio as an advertising medium."

The ANA position of welcoming constructive criticism of its report, voiced at the time the material was published, "has never altered," Mr. West stated. "It is for that reason that we would welcome anything that you or your associates or others in the industry might have to say to us with regard to how any future reports can give the trend of audience listening habits in the field of radio." He said the ANA had hoped for such discussions to start at the time of its first report last August, but that "the networks thought it undesirable from a legal standpoint that they meet with us." He attributed that attitude to a misunderstanding of what the ANA "had definitely planned."

He quoted his statement of Aug. 2, 1950, when the original report was issued, that ANA had no intention "to tell the networks what they should charge for their products," which is "the prerogative of the medium." ANA's purpose in making the report available to the broadcasters, the statement noted, was to give them the benefit of ANA radio users' collective views "in helping them reach their individual and competitive business decisions more intelligently . . . to the end that this important medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public."

RYAN WARNS

Radio 'Overdue' On Selling Itself, Club Told

RADIO, "long overdue" on selling itself, needs to be re-evaluated on its basics; should not be sold and bought on a basis of ratings, and must expand the number and variety of sponsors. These assertions were made by Bill Ryan, Broadcast Advertising Bureau director, at the regular luncheon meeting of the Chicago Radio Management Club Wednesday.

Mr. Ryan, before outlining several projects planned by BAB, called for station men to investigate their own medium and its sales and program potential. Despite a "lot of confused thinking about radio, it is still the lowest cost-per-thousand major national medium for the national and local advertiser." Mr. Ryan warned, however, that cost-per-thousand is not the final answer.

Basic Information Needed

Noting that TV has "undoubtedly" cut into radio circulation in some areas, he spoke also of those cities where television is not in the picture, and cited instances where radio rates should be raised. Radio, relative to its dollar rates, "is hogtied by rating systems, and has been too lazy or too indifferent" to analyze itself. This leaves no recourse except "to talk on a cost-per-thousand basis," Mr. Ryan charged. He concluded that the current rash of rate reductions network-wise was caused by a "few" national advertisers who "buy a tremendous volume of radio time" and also by "a lack of basic information by the broadcaster."

He expects the broadcaster to learn a "real lesson" from the move for rate reductions by these advertisers.

Warning station men "to take care of their present rates," he also advocated they set new rates based on rising costs and lower purchasing power of the dollar.

These recommendations "have nothing to do with television," he said. He warned his audience it is "dangerous" to limit the number and variety of sponsors, and suggested a "deliberate increase in the spread." Radio will continue to sell, and television, he predicted, will be "strictly" a regional medium as it is "extremely" expensive on the network level.

Regarding television, Mr. Ryan recommended a comprehensive and authoritative survey to show the medium's influence on other media and on people. He termed the Assn. of National Advertisers' TV survey "superficial and convenient," and expressed the hope that the radio industry would conduct an authoritative study.

If such a survey is not conducted, "radio will write its own obituary on ratings."

In outlining plans of the BAB, Mr. Ryan projected an idea for a national survey, industry-sponsored. "We need a documented, proven report on listening habits." The broadcasters, he said, "think they know about their audiences but they don't." He suggested the survey might start on a national basis and sift down to the sectional and local.

BAB will concentrate also on promotion of results achieved by radio, on controlled tests of radio and television as competitive as well as complementary media, on commercial copy—"the most neglected field in radio" — and on merchandising.

C. L. THOMAS (l), general manager, KXOK St. Louis, receives an autographed picture of Adm. Arthur W. Radford, commander-in-chief, Pacific and U. S. Pacific fleet, from Lt. O. J. Cameron, public information officer, U. S. Navy recruiting station in St. Louis. The presentation was made in appreciation of KXOK's Sunday program, *Across the Blue Pacific*, featuring interviews with St. Louis men on duty in the Pacific area.

AUDIENCES

Views Asked on New Study

GROWING talk of the need for broadcast research led NARTB last week to sound out industry sentiment on a proposed third study showing radio circulation.

The radio circulation figure, like the Audit Bureau of Circulation reports, is the best overall approximation of the number of families reached, according to Dr. Kenneth H. Baker, NARTB research director. Dr. Baker sent a letter to every station in the country, regardless of NARTB membership.

With many agencies tending to discount radio completely in cities having television, it was felt at NARTB that a third industry wide circulation study would show the stations used by the nation's 40 million-plus radio families. The NARTB letter to stations carries no commitment, merely asking for views on a possible third study.

Dr. Baker said a large number of stations have increased their circulation since the two BMB studies were conducted. He added that the number of AM stations has increased from 1,900 to about 2,300 since the last BMB survey, with many power boosts and frequency changes having occurred.

Broadcast Audience Measurement was formed last year to investigate industry research needs and to recommend the type of organization that should be set up to fill these needs. Henry P. Johnston, WSGN Birmingham, is BAM president. The BAM board asked NAB's favorable reception of a special test survey committee report advocating a broad study to determine the merit of various rating systems.

NAB's board named a special committee to study the report. The committee will meet June 1 in New York and report to the NARTB board at its June 4-6 meeting (see story page 30).

XUM

FUNCTIONAL MUSIC

FM Group Asks Hearing

FCC's construction of the Communications Act's Sec. 317 respecting program "sponsorship"—as expressed in the Commission's recent policy statement to FM stations engaged in functional music broadcasting—is "based upon a literal, strained and technical interpretation of the language of the statute."

With that as one of their contentions, 13 licensees and permittees last Friday submitted a joint statement and petition. Filed with the FCC through the Washington law firm of Dow, Lohnes and Albertson, the FM group denied they have abdicated any of their responsibilities as had been indicated by the FCC [BROADCASTING • TELECASTING, May 21, 7, April 16].

FCC policy, if finally implemented, would ban "beep" services and could possibly effect storecasting, transitcasting and like FM operations.

The joint documents urged the FCC (1) to reconsider its position with respect to functional music operations; (2) to institute appropriate rule-making proceedings under Sec. 1.702 of the Commission's Rules and Regulations; (3) under the Commission's Rules and Regulations and the Administrative Procedure Act to issue a declaratory order "to terminate the controversy and remove uncertainty"; and (4) to render such other general relief as may be deemed necessary.

Petitioners reminded the Commission that it (FCC) is required to study new uses of radio and "generally encourage the larger and more effective use of radio in the public interest." It was held that the public interest was involved in the type of program service rendered and that "proper" consideration of the complex problems involved cannot properly be in the "straightjacket" procedure of individual revocation of license renewal proceedings.

Holding that subscribers of functional music are not sponsors of the specialized program service within the meaning of Sec. 317, the petitioners declared: "This distorted interpretation is entirely inconsistent with the intent of and the announced purpose of the Congress in adopting this provision."

"The courts have frequently emphasized that the purpose of Congress is a dominant factor in determining the meaning of a statute or a provision thereof," declared the petition, observing that the "most rational" method of interpreting the will of Congress, insofar as Sec. 317 is concerned, is by exploring its intention at the time the questioned law was made.

'27 Radio Act

Sec. 317 was "copied" from Sec. 19 of the Radio Act of 1927, it was pointed out to the Commission. "A careful review of the legislative history of the Radio Act of 1927 clearly indicates that Sec. 19 was proposed and adopted for the purpose of preventing deceptive and disguised advertising."

The petition reported in detail the "apparent" intents and debates on Sec. 19 that took place at that time to prove the FM group's conclusion that the "expressed purpose and intent" of Sec. 317 was to require proper identification of advertising matter to prevent the listening public from being deceived. It continued:

In spite of this . . . the Commission would interpret the language of Sec. 317 to the extent that functional music subscribers are the sponsors of the programs broadcast within the meaning thereof in spite of the fact that the primary aim of the entire functional music operation is to eliminate all vocal material, particularly advertising messages. . . . The subscribers are in no way interested in advertising any product or in the promulgation of any doctrine or idea to the broadcast stations' listeners. There certainly is no deception being practiced on any members of the listening public. . .

. . . The functional music operation cannot be fitted into traditional forms of "sponsorship" as heretofore known in commercial broadcasting. Payments by subscribers are not for any particular program or time with which they are identified and are not made on the basis of the rate card. They are entirely independent of and in no way preclude sponsorship. In fact, the stations' full time is open for regular sponsorship in the usual manner.

The petitioners declared that the Commission is not called upon to interpret the statute inconsistently with the "clearly-expressed" aim of Congress and by "arbitrary administrative fiat to summarily destroy that which it was instrumental in creating, namely FM, which as will be shown, is dependent upon specialized services operating in the public interest."

"Absurdities" to which the tentative interpretation would lead were cited by the FM operators, who observed that functional music operations would be classified as 100% commercial, if the FCC was correct in its reasoning.

Petition also noted that Commission's thinking on Sec. 317 means that each subscriber would be the sponsor of the major portion of the station's time for almost negligible consideration. This was labeled absurd and unreasonable and an attempt by the FCC to apply "old formulae to new situations" which were not in the intent of Congress in passing the particular legislation.

"The inflexible approach of the Commission might be justified if public interest and consideration required it," the brief stated. "But here such consideration clearly requires the opposite. Sec. 303(g) of the Communications Act requires the Commission to 'study new uses for radio, provide for experimental use of frequencies and generally encourage the larger and more effective use of radio in the public interest.'"

Petition argued that functional music subscribers do not pay for matter broadcast and that payments are for the transmission of a supersonic tone which is not "matter broadcast." The supersonic signal (beep) is the only thing not otherwise available to subscribers as members of the pub-

(Continued on page 70)

ON RECORD

Truman Conference Aired

VOICE of a President speaking at a news conference was broadcast for the first time last Thursday.

At the morning news conference President Truman spoke informally, in reply to a question, on the subject of peace. Several reporters asked for the text of his remarks but the President left this up to Joseph Short, his press-radio secretary.

Later in the morning Mr. Short made available the recorded transcript of the conference. Ted Koop, CBS Washington director of news and public affairs, dubbed the remarks and supplied copies to all networks. Quality was poor, since the White House recording equipment is designed merely to supply a transcript.

Networks for a long time have sought permission to record Presidential news conferences. Present regulations forbid any type of broadcasting, telecasting or recording at the Executive Office without special permission though visitors may be interviewed after they are outside the building.

KITTNER NAMED

To FCC Broadcast Post

JOSEPH M. KITTNER, FCC veteran of nearly a decade, last Friday was named deputy director for the newly-created Broadcasting Bureau [BROADCASTING • TELECASTING, May 7].

The name of Mr. Kittner, assistant to the general counsel for the past three years, was offered to the Commission by Curtis B. Plummer, chief of the new Bureau. Also, with an eye to the June 4 date for commencement of operation, last Friday's meeting approved the following to head the various divisions of the FCC.

Mr. Kittner

Aural Facilities Division—James E. Barr, now chief, aural broadcast division, Office of the Chief Engineer.

TV Facilities Division—Cyril M. Braum, chief of TV broadcast division, Office of Chief Engineer.

Hearing Division—Frederick W. Ford, a counsel in the renewal hearings on the G. A. Richards' stations.

Renewal and Transfer Division—Dwight Doty, chief of the AM branch of the broadcast division, Office of the General Counsel.

Rules and Standards Division—Paul Dobin, legal assistant to Comr. Robert F. Jones since 1949.

In another change at the Commission, it was learned last week that Harry M. Plotkin, assistant general counsel in charge of the broadcast division, would move into the office of General Counsel Benedict P. Cottone. Mr. Plotkin had requested that his name not be considered in connection with Friday's Broadcast Bureau appointments.

Bureau's Balance

Filling of the Broadcast Bureau's top slots creates a balance of three engineers (Messrs. Plummer, Barr and Braum) and four lawyers.

Establishment of the Bureau earlier this month completed the Commission's self-initiated reorganization along lines generally advocated in the pending McFarland Bill (S 658) which awaits House action on Capitol Hill.

Mr. Kittner was born in Weldon, N. C., in 1917. He was graduated from the U. of North Carolina in 1937 with the degree of B.S. in commerce, and two years later with an LL.B. degree.

The new deputy director has been a member of the Commission's legal staff since December 1941. He was first in the war problems division, later served as chief of the administration section, and then became chief of the litigation section. On May 17, 1948, he was named assistant to the general counsel.

Among the high points of Mr. Kittner's FCC career has been his work in connection with the North American Regional Broadcasting Agreement. In the fall of 1947 he served as a member of the U. S. delegation to the Havana Meeting of Technicians in connection with NARBA.

He has continued to be associated with NARBA negotiations, assisting at the series of conferences that was climaxed last fall with the signing by five nations of the proposed treaty that now awaits Senate ratification.

MORE CUTBACKS

Control Plan Starts July 1

FURTHER cutbacks in the use of critical raw materials for all civilian radio-TV production save in replacement parts for commercial broadcast equipment appeared a certainty last week as the government geared machinery for its Controlled Materials Plan beginning July 1.

At the same time, there was little evidence that the National Production Authority would relax new M-4 regulations which now require authorization for the erection of radio-TV broadcasting buildings [BROADCASTING • TELECASTING, May 21, 14].

NARTB late Thursday still was awaiting from NPA Administrator Manly Fleischmann acceptance of an invitation to consult with President Justin Miller and other industry representatives on the construction impasse. Judge Miller had sought the meeting with the hope of "building up the priority position of broadcasting," which had been substantially weakened by the government order.

M-4 Clarification

It was learned, meanwhile, that NPA will dispatch to all its field offices a directive clarifying the intent of M-4 as it applies to new construction. The directive stresses that the regulation is aimed at the erection of new building facilities to house radio-TV broadcasting and should not be construed to include present buildings in which broadcasters may install radio-TV equipment.

It also was understood that M-4 may be further amended to delete the word "project" to lessen the possibility of confusion on this phase. This would, in effect, spell out specifically that no authorization would be required of NPA in cases involving the erection of partitions within present buildings. Still hanging fire was whether broadcasters might seek relief for construction within a building under maintenance, repair and operation regulations.

Meanwhile, FCC was still weighing the import of the directive in the light of a possibly revised licensing policy for new AM-FM-TV stations, including its new VHF-UHF TV allocations proposals.

Commissioners have held informal conferences with staff members who reported on the background of the new regulation (M-4), and reportedly requested advice on how best to administer the whole licensing procedure. Whether new standards will be evolved or whether the Commission would proceed along usual lines was still a moot question.

It was felt, however, that the staff would draw up a set of recommendations and pass them on to the Commissioners before it consults again with NPA authorities. The Commission doubtless will act on staff recommendations before commencement of the city-by-city allocation hearings.

From the industry view, NARTB is prepared to demand that, where applications are filed with NPA for building construction permits, broadcasters be considered on a comparable basis with newspaper publishing interests. Latter can apply for authorization "in areas adjacent to military establishments or defense plants or projects" if adjudged essential to the defense effort. Radio and TV stations are not so covered, a point which Judge Miller will stress to government authorities and which NPA has promised to adjust.

Industry concern over quasi-priority for mass media and overall impact on building plans was reflected last week in the wake of other developments, in which the government:

- Slashed copper consumption in consumer durables 75%, portending sharp cutbacks in radio-TV appliances.
- Increased the dollar value for purchases of replacement parts by broadcasters and other users when placed for maintenance, repair and operation purposes.
- Realigned its Defense Production Administration, appointing Walter W. Watts, RCA executive, deputy administrator in charge of all procurement and production.

The government order slashing use of copper in such consumer durables as radio-TV sets and refrigerators came as almost a complete reversal of earlier estimates issued by the Defense Production Administration a fortnight ago. Charles Wampler, program-requirements chief, had predicted a 20% cut for the third quarter—or a cutback to 80% of Jan.-March 1951.

The metal is used most frequently by electronic equipment firms to plate steel chassis of receiving sets. Cadmium is a satisfactory substitute but, unfortunately, also is in short supply, though NPA had indicated it is studying an amended order which would permit wider use, at least temporarily. Nickel and cobalt are still scarce.

The new adjustment covering "maintenance, repair and operation" of equipment for radio-TV broadcasters and other equipment users was promulgated by NPA "to compensate for increased prices and accelerated programs" in the mobilization effort. The government observed that prices on MRO items have risen about 10% and demand contributed the other 10%.

Dollar Volume Formula

Broadcasters who apply for transmitter and other product replacements may now spend 120% of the 1950 base period by dollar value applying a DO-97 label on such equipment in dealings with equipment makers. No NPA authorization is required. Others using less than 20% of the quota need no rating. Components to be incorporated in electronic and communication products are not covered [BROADCASTING • TELECASTING, March 12].

A plan whereby owners of repair shops could claim priority ratings on replacement parts for home radio-TV receivers also is under consideration by the government, which had excluded them in its

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AMONG guests attending the National Assn. of Radio & Television Station Representatives Inc. luncheon at New York's Biltmore Hotel May 15 were, seated (l to r) Leonard Colson, ad manager, Mennen Co., and H. M. Schachte, national ad manager, Borden Co.; standing, Fred Hague, George P. Hollingbery Co.; Thomas Campbell, Branham Co.; Jerry Lyons, Weed & Co.; Jack Thompson, Free & Peters; Don Frost, Weed; Arthur McCoy, Avery-Knodel.

STATION STAFFS

Wages Force Reductions

TIGHTENING of staff structures is being forced on many broadcast stations faced with the prospects of higher wage scales during a period of reduced income, the North Carolina Assn. of Broadcasters was told by Richard P. Doherty, NARTB employe-employer relations director.

Meeting Thursday-Friday at the Carolinian Hotel, Nags Head, the association heard Mr. Doherty review national and industry cost trends.

Earl Gluck, WSOC Charlotte, opened the meeting as association president. Named to the resolutions committee were A. L. Drew, WCBT Roanoke Rapids, chairman; Gaines Kelley, WFMY-TV-FM Greensboro, and Tom Snowden, WCPS Tarboro. Harold Essex, WSJS Winston-Salem, was named chairman of the nominating committee.

E. Z. Jones, WBBB Burlington, state civil defense director, spoke on radio's role in North Carolina's defense program. Cecil Hoskins, WWNC Asheville, spoke on the FCC's emergency defense communications project.

Delegates were taken aboard a Coast Guard cruiser late Thursday. U. S. Brewers Foundation entertained at a beach party with Fred Dodge as host.

More Productivity Urged

In view of the pressure for higher wages, Mr. Doherty told the association, now is the time "to pare down surplus personnel and to eliminate or minimize unnecessary and unproductive expenditures. In many cases, real attention must be given to working out integrated or combination jobs."

Organized labor is pressing hard for a lifting of the 10% wage ceiling permitted by a ruling of the Wage Stabilization Board, said Mr. Doherty, a member of the reconstituted board. He said the WSB industry members "are united in their desire to provide a sound wage policy for the nation and avoid unrealistic and inflationary wage advances." Since labor and public members seem intent on permitting a substantial relaxation of scales, he said the present policy appears "to be one of coordinated progression geared roughly to cost of living changes."

"These basic trends in the labor market unquestionably will have some impact upon radio and television," Mr. Doherty explained. "Since last June the average weekly scale of broadcast technicians and announcers has advanced some 7-8%. Sheer inability to pay, on the part of many groups of stations, has unquestionably kept these increases lower than might otherwise have been true.

"One of the unfortunate problems facing many stations is that their wage scales are already rather

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XUM

NARTB BOARD To Unite Radio-TV Broadcasters

By J. FRANK BEATTY

NARTB's two-ply board of directors—Radio and TV—will meet separately and jointly next week to complete the process of welding the association into a unified service for aural and visual broadcasters.

Much of the process completed on paper during the winter-spring months must now be put into active service. This will be done at the June 4-6 session, to be held in Washington.

Top personnel changes will take place during the three days, with Harold E. Fellows, WEEI Boston, moving into the NARTB presidency as Judge Justin Miller takes on a new role as chairman of the board and general counsel.

The formal swearing-in ceremonies will take place at a benefit dinner to be held June 5 in the Presidential Room of the Hotel Statler. Proceeds from this $20-a-plate dinner will go to the Johnny Gillin Memorial Fund. Judge Miller will be installed as board chairman by Chief Justice Bolitha Laws of the U. S. District Court for the District of Columbia. Judge Miller in turn will swear in Mr. Fellows.

Meeting Schedule

All day Monday (June 4) the Radio and TV boards will meet separately at NARTB headquarters, with a joint buffet luncheon. Separate meetings will continue Tuesday morning. A joint luncheon will be held at the Mayflower Hotel and the remaining day-and-a-half will be devoted to joint meetings at the hotel.

There remains one key post to be filled—director of the TV organization. A special committee headed by George B. Storer, Fort Industry stations, will meet June 2 at Williamsburg, Va., to consider a list of candidates.

Since the Chicago board meeting in mid-April the TV operation has been directed by Thad Brown, elected TV counsel earlier in the year. Mr. Brown has set in motion a list of major TV projects covering such fields as the FCC's TV allocation, legislation, sports rights, membership dues, program standards, semi-monthly news letter and many other problems affecting the relatively new industry.

Financing of the joint Radio-TV organizations will occupy a lot of board time next week. The board's Finance Committee meets Saturday and Sunday before the main board sessions. A budget of around $515,000 was set up for AM, covering the fiscal year starting last April 1. The TV budget was tentatively set up at approximately $150,000, of which $50,000 goes to NARTB for rent and overhead. However, the TV organization must have a heavy share of the 107 TV stations as members if it is to have a $150,000 budget.

At present there are 62 TV members. AM membership totals about 965 stations, slightly above the March figure, and there are 360-odd FM members.

The dues problem will be taken up by both boards, with consideration to be given some sort of joint rate for members having both radio and TV stations. AM members pay graduated dues based on station income. A joint AM-FM rate allows AM stations to add FM to AM income in calculating dues, but this has not raised the dues bracket of any members.

TV Dues Formula

TV members pay the five-minute or half the quarter-hour rate, whichever is lower. However, confusion has developed over the wording of this formula. Some contend the TV network rate should apply whereas others argue that the local rate should govern.

Demand for a joint radio-TV rate, started in the winter when Television Broadcasters Assn. disbanded to come under the NARTB roof, has persisted. Several formulas for joint dues have been worked out at association headquarters for board study. Most TV members oppose a dues formula based on station income.

Back in the board's lap will come the question of next year's convention. At its Chicago meeting the board named a committee to arrange for a New York site, if a suitable contract could be signed. The committee scanned New York hotels but found costs much higher than Chicago. A detailed report will be submitted by the committee with decision left up to the board.

Another committee, investigating the problem of obtaining operators with first-class tickets during the prevailing labor shortage, will report to the board. This committee will meet Sunday noon. It is headed by William C. Grove, KFBC Cheyenne, Wyo.

A special board committee, meeting Friday in New York, will report its views on the proposal of the Special Test Survey Committee that a nationwide study be conducted to evaluate measurement techniques [BROADCASTING • TELECASTING, Feb. 26]. NARTB last week asked every radio station to submit its views on the need for a third nationwide circulation study (see story page 27).

Separate Consideration

The sports question will be considered by the separate boards. Radio stations are taking part in a joint campaign with Radio-Television Mfrs. Assn. to promote attendance at professional baseball games. The question is more critical in the case of TV, with college athletic directors proposing a monopoly confining football telecasts to one or two games a Saturday and one TV-less Saturday (see sports story page 25).

Continuing threats to radio income as a result of network rate cuts will be discussed at the board sessions. The rate crisis will come up during a report to be submitted by William B. Ryan, president of Broadcasting Advertising Bureau. It is assumed the discussions will touch activity of a special committee set up and financed by network affiliates.

BAB now receives 30% of radio member dues, unless members decide not to take the service in which case they get a 30% discount. Some stations belong to BAB but not

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Sen. Johnson To Talk

SEN. EDWIN C. JOHNSON (D-Col.), baseball enthusiast, will appear before the NARTB combined radio-TV boards June 6 to discuss the baseball broadcast - telecast situation. He will speak at the luncheon session. The Interstate & Foreign Commerce Committee chairman is president of the Western League, operating in the Rocky Mountain area. He has introduced legislation to exempt organized sports from anti-trust laws (see sports story page 25).

FAIR TRADE *SCOTUS Decision Implications Seen in Set Field*

PRESPECT of spirited competition for the consumer dollar in purchases of radio, TV and other household appliances was held out last week in the wake of the Supreme Court decision invalidating certain provisions of state fair trade laws.

The ruling, which conceivably will have heavy repercussions at the dealer level, was seen as complicating an already unsettled picture in which manufacturers and distributors alike have joined in concerted efforts to combat overproduction and move TV sets off store shelves [BROADCASTING • TELECASTING, May 21].

The U. S. Supreme Court, in a controversial 6-3 decision, held in effect that dealers who have not signed contracts under fair trade laws are not bound to observe price minimums agreed on by a manufacturer and dealer. The decision was widely interpreted as applying to goods moved in interstate commerce, and would affect all but three states—Missouri, Texas and Vermont—which are not under such laws, as well as the District of Columbia. Intrastate commerce was not involved, it was believed.

Greatest impact probably will be reflected in nationally-advertised brand name merchandise, including radio and television receivers, drugs, cosmetics and other items.

Set manufacturers were inclined to withhold comment on the controversial ruling, which many businessmen feel will break down fair trade enforcement machinery, pending study of the Supreme Court opinion. But it was conceded that the decision probably would herald a return to "free selling" and concomitant price cuts, especially among department stores and other dealers with bulging inventories. Radio-Television Mfrs. Assn. had no comment.

Under the Miller-Tydings amendment passed in 1937, designed to resolve certain conflicts with the Sherman Anti-Trust Act, states were permitted to adopt their own laws under which manufacturers and sellers could fix minimum retail prices on brand products.

The SCOTUS decision was not directed at either federal or state statutes but was handed down in a case involving a New Orleans super-market which tried to sell liquor below the minimum set by Louisiana state laws. Schwegmann Bros., a non-signer, finally appealed to the high tribunal after a district court suit.

Fair trade law advocates contend that these laws have protected set and other manufacturers from price cuts on products which they have developed and promoted in national advertising. The agreements are voluntary and the public actually determines price minimums, they claim.

Spokesmen for the National Retail Dry Goods Assn. and New York department stores held that the ruling abrogates fair trade principles. James J. Hill, board chairman of Sterling Drug Inc., said the decision would mean a "return to price-cutting" in the drug trade. Appliance dealers said it meant a return to "free selling."

LUDY HEADS KAB

27 Attend First Meeting

BEN LUDY, general manager of WIBW Topeka, was elected president of the Kansas Assn. of Broadcasters, when the organization was formed May 20 in Topeka. Twenty-seven representatives of the 33 Kansas stations were present.

Mr. Ludy

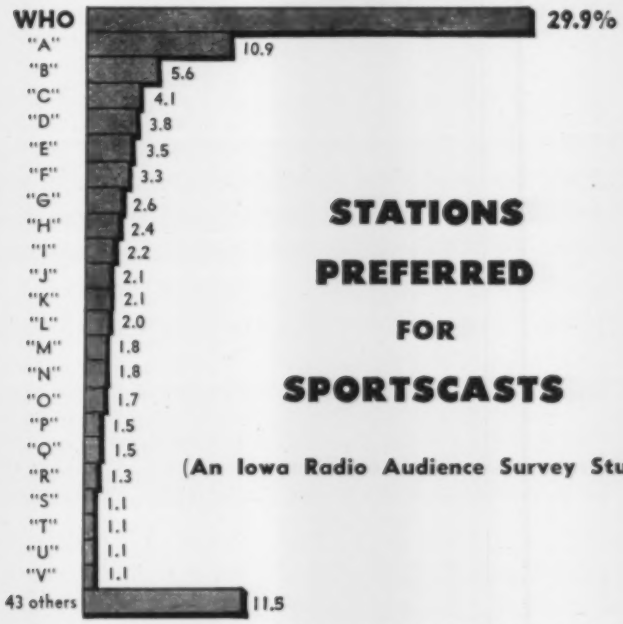
Grover Cobb, KVGB Great Bend, was named vice president. Beside Mr. Ludy and Mr. Cobb members of the board will include: Ray Jensen, KSAL Salina; Bob Pratt, KGGF Coffeyville; Bob Wells, KIUL Garden City; Wendell Elliott, KGNO Dodge City; and Archie Taylor, KANS Wichita.

No. 2 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Sports

IN IOWA, WHO IS THE PREFERRED Sports Station

One of the significant trends in Program Popularity in Iowa is the increasing interest in Sports. Since 1946, Iowa women have raised their preference rankings for Sports from eleventh place to seventh; in 1950, 72.7% stated that they "usually listen" to Sports. By the same token, Iowa men have raised their ranking of Sports from fourth place in 1946 to third in 1950, with 80.0% "usually listening".



STATIONS PREFERRED FOR SPORTSCASTS

(An Iowa Radio Audience Survey Study)

In Iowa, Sports are one of the *important* elements in any station's ability to build and hold an audience — and *far more Iowa people prefer WHO for Sports than prefer any other station.*

This is Point Two in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

President Goldenson

LEONARD H. GOLDENSON, 45, who will become president of American Broadcasting-Paramount Theatres Inc. upon completion of the merger of the network and United Paramount Theatres, has been associated with the motion picture industry since 1933, when he handled the reorganization of Paramount Pictures in New England.

This task engaged his attention until 1937, when he became assistant to Frank Freeman in charge of theatre operations for Paramount. In 1941, Mr. Goldenson was placed in charge of theatre operations, and was elected a vice president of Paramount in June 1942, and a director in April 1944. Subsequently he became president of Paramount Theatres Service Corp. and an officer and director of all Paramount Pictures theatre subsidiaries. He also was a director of Russeks Fifth Avenue in New York.

Mr. Goldenson was elected president of United Paramount Theatres in January 1950 when it was formed as result of a consent degree divorcing Paramount's production and exhibition functions.

His civic, philanthropic and patriotic activities make a substantial list. He was a member of the campaign committee, Greek War Relief drive, Motion Picture Industry, from January to April 1941, and in the same year was treasurer of USO's national drive in the motion picture industry. The following January, Mr. Goldenson served as home office chairman for the motion picture industry March of Dimes. In May 1942, he served on the Army and Navy Relief Fund drive and helped organize Hollywood Caravan, a motion picture group touring the country to raise money for the Army and Navy Relief Fund.

As a member of the motion picture industry's War Activities Committee, he worked on all of the wartime bond drives, and assisted in the organization of those within the industry.

War Activities

Mr. Goldenson served on a committee advising Secretary of War Patterson in selecting, producing and distributing motion picture short subjects to wartime defense plants, and on the executive and program committee of the motion picture industry's theatre division of War Activities Committee.

He became treasurer of the theatre division of the War Activities Committee for the motion picture industry in January 1945, and chairman of the industry's Boy Scout drive in 1947.

An organizer of the American Theatre Assn. in 1946, Mr. Goldenson was instrumental in the merger in 1947 of that organization and the Motion Picture Theatre Owners. He was elected first vice president and a member of the executive committee of the resulting organization, Theatre Owners of America. He also is a member of its Exhibitor Relations Committee.

In 1949, he became president of United Cerebral Palsy Assn., in whose formation he was instrumental, and in 1947, 1948 and 1949, was a member of the committees of the United Jewish Appeals drives.

Mr. Goldenson was born in Scottdale, Pa., Dec. 7, 1905, and is a graduate of Harvard College and Harvard Law School.

Married Oct. 10, 1939, to Isabelle Weinstein, Mr. Goldenson is the father of two daughters, Genise and Loreen. The Goldenson home is in Shores Acres, Mamaroneck, N. Y.

ABC, UPT July Merger

(Continued from page 23)

today (Monday) to consider the merger, and the UPT board is expected to follow suit shortly, probably in early June, though no firm date has been set. The UPT stockholders' meeting is being planned for July, and spokesmen said they hoped to get final approval, plus FCC clearance, in time to permit a consummation of the plan "toward the end of July" or in early August. ABC stockholders have been notified of the proposal, but no date has yet been set for their meeting. It was pointed out, however, that Mr. Noble, who negotiated the deal, controls 57% of the network stock.

The merger terms provide for the issuance of $14.70 in new stock—$7.50 in common, $7.20 in preferred—to ABC stockholders for each share of ABC common stock they own. With 1,689,017 ABC shares outstanding, this would amount to more than $24,828,000. On the day the merger proposal was announced, ABC stock closed at 13⅜ which would give the total ABC stock a market value of approximately $22.6 million.

Noble Stock Addition

Mr. Noble, who paid $8 million for ABC in 1943, and has negotiated intermittently for its sale in recent years, would receive approximately $14,342,000 in new stock in exchange for his present 57% interest. This includes the stock which he himself holds and that held by his family and the Noble Foundation.

ABC Vice President Robert H. Hinckley is the second largest stockholder with 40,000 shares, equivalent to $588,000 in stock in the new company.

The merger will be a tax-free reorganization, with ABC stockholders free of capital gains taxes.

"The preferred stock of the resulting company," the announcement said, "will have a dividend rate of 5% with a sinking fund of 4% each year of the initial aggregate par amount issued, approximately $12 million, and other sound protective features."

The common stock of the new company will be measured at $1 a share.

UPT, which was established Dec. 31, 1949, as result of an anti-trust consent decree requiring Paramount Pictures to divorce its production and exhibition activities, has 4 million $1-par shares of common stock authorized, of which 3,261,287 have been issued and are outstanding.

Initially all common stock was issued to the voting trustee, the Bank of New York and Fifth Avenue Bank, while certificates of interest, representing this common stock, were issued to Paramount Pictures stockholders. By the end of last year, however, 2,509,511 shares were in the hands of stockholders in the form of common stock certificates and only 751,776 shares remained in the hands of the voting trustee.

In their joint statement announcing plans for the transaction, Messrs. Noble and Goldenson voiced belief that "the new company will serve the public interest more effectively through strengthened resources in the radio and television field."

They promised that "complete

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ABC SALE REACTION

FCC, Justice Eye Deal

EXPECTATION that the ABC-United Paramount Theatres merger will go before the full Commission for hearing appeared late last week in several FCC quarters, but plans for any sort of formal action were premature since the $25,-million transaction was announced after close of business on Wednesday (see story page 23).

The merger poses several major problems in which FCC has interest. These relate to the broad questions of the concentration of control of the media of mass communication and, more particularly, to the ownership of television and radio interests by movie groups.

FCC concern in this matter was set forth in late March when the Commission decided not to adopt a "uniform policy" with respect to firms involved in anti-trust proceedings, but rather to rule on the question on a case-to-case basis.

The ruling, chiefly directed to the movie field, charged certain movie interests have withheld important films from TV in order to protect the box office but the contention has been vigorously protested [BROADCASTING • TELECASTING, April 2 et seq.]. FCC questioned the relevance of the alleged practice to exercise of free competition where such movie firms owned TV properties.

Aside from the question of broad public policy, the Commission was seen disposed to hold a public hearing to consider all details because of the record size of the transaction, involving ABC's radio and TV networks and multiple AM, FM and TV outlets.

Such a hearing was held when Edward J. Noble, present 57% owner of ABC, acquired the network from RCA-NBC in 1943 for $8 million. Similarly, an en banc hearing was held on Avco's $22-million purchase of Crosley Corp.'s radio manufacturing interests and WLW Cincinnati in 1945.

FCC's 4-3 decision to approve the Avco-Crosley transaction resulted in formulating new board policy respecting the Commission's handling of transfer cases, whereby the open-bidding policy or "Avco procedure" was evolved. The open-bid plan was repealed in 1949, however.

No Comment

Justice Dept. attorneys Thursday said they were aware of the current negotiations between ABC and United Paramount but withheld official comment. Attorneys familiar with the original anti-trust consent decree involving the former Paramount Pictures Inc. indicated they knew of no provisions in the original decree which would militate, from an anti-trust standpoint, against the agreement.

Under the consent decree, reached in March 1949, the government required the old Paramount Pictures to separate its film production activity, now the new Paramount Pictures Inc., from its distribution and theatre-ownership operations, now United Paramount Theatres. It was stipulated at the time that trust provisions would be administered so as to insure separate voting control of the two firms within five years—or by early 195 The action subsequently was finalized by the New York District Court.

Attorneys recalled that under the consent decree the radio and television interests were divided between Paramount Pictures and United Paramount. It was felt United Paramount was well apprised of these terms before entering into negotiations with ABC.

Radio properties divided include 29% interest in Allen B. DuMont Labs and sole ownership of KTL (TV) Los Angeles, which went to the new Paramount Pictures, and sole ownership of WBKB (TV) Chicago, which went to United Paramount. The latter plans to sell WBKB to CBS.

In a separate proceeding yet to be made final, FCC has ruled that Paramount's 29% interest in DuMont constitutes "control" and would preclude Paramount Pictures from acquiring additional TV outlets since DuMont already is operating three.

JOSEPH HAINLINE *reports the news for* **SHELL OIL COMPANY** *daily over* **WJR** *at 6:00 P. M. Monday thru Saturday.*

WJR

millions listen...

millions buy...

THE GREAT VOICE
of the
GREAT LAKES

WJR DETROIT ★ CBS 50,000 WATTS CLEAR CHANNEL

WJR newscasts—24 hours around the clock—have millions of potential buyers in the rich Great Lakes area literally by the ear! An experienced, hard-hitting local news staff, coupled with reports from popular CBS news analysts, has built up an area-wide listener preference for WJR . . . a preference you can turn into an active sales weapon!

For intensive coverage of this prosperous Great Lakes area—use WJR—the Great Voice of the Great Lakes.

Remember . . . First they listen . . . then they buy!

SHELL Newscasts
Activate **SHELL** Sales

Represented nationally by Edward Petry & Company

Radio—America's greatest advertising medium.

WASHINGTON, D. C. METROPOLITAN NETWORK

OFFERS THE SECOND

LARGEST RADIO COVERAGE

OF GREATER WASHINGTON

AT THE

LOWEST PRICE PER LISTENER

THIS IS THE

MET NET

WARL	*AM & FM, Arlington, Va. 780 KC, 1000 W.*
WBCC	*AM & FM, Bethesda, Md. 1120 KC, 250 W.*
WFAX	*Falls Church, Va. 1220 KC, 250 W.*
WGAY	*Silver Spring, Md. 1050 KC, 1000 W.*
WPIK	*Alexandria, Va. 730 KC, 1000 W.*

5 independents, with individual audiences, combined for low-cost, *effective* daytime coverage

Complete details upon request to JACK KOSTE, Indie Sales, Inc., national reps., 60 E. 42nd St., NYC—MUrray Hill 2-4813; or J. DOUGLAS FREEMAN, commercial manager, Munsey Bldg., 1329 E St., N.W., Washington, D. C.—STerling 1772.

ABC, UPT July Merger

(Continued from page 32)

daytime and nighttime programs in television on a scale and of a quality not previously practicable nor attainable is in prospect through the new company. New personalities and programs will be introduced to both radio and television.

"We feel that radio and television as a whole, the public as its customers and our stockholders as owners will gain from this new company, which will compete vigorously for public and advertiser approval and esteem."

Messrs. Noble and Goldenson were confident that "the showmanship and talents of the management of United Paramount Theatres in the entertainment business, when combined with ABC's excellent station and advertiser affiliations and physical facilities, will insure to the listening and viewing public the finest radio and television programs. This combination will be beneficial to both the theatres and the broadcasting business in developing new talent and new programming conceptions."

They called ABC's development during the past eight years "remarkable," pointing out it had built up "from a small network of $12 million of business annually to one of the three leading radio and television networks, with business at the rate of $65 million annually." The studio and transmitter facilities of its owned radio and TV stations, they said, are "unsurpassed."

ABC owns WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, KGO-AM-FM-TV San Francisco, KECA-AM-FM-TV Los Angeles and WXYZ-AM-FM-TV Detroit. Its ownership of a Chicago TV station, linked with UPT's ownership of WBKB there, makes it necessary for the new group to dispose of one or the other under FCC's duopoly ban.

WBKB Sale Plans

Arrangements already have been made with CBS, it was announced, for Columbia to acquire WBKB. This transfer will not take place, authorities said, until the ABC-UPT merger has been approved. The $6 million sale price to CBS was reported by UPT officials. WBKB is on Channel 4, while ABC's WENR-TV is on Channel 7.

In addition to WBKB, UPT owns (through Paramount Gulf Theatres, a subsidiary) a 50% interest in WSMB-AM-FM New Orleans. Consequently, a realignment of network affiliations there may be forthcoming. WSMB currently is an NBC affiliate while ABC's affiliate is WDSU. Conversations reportedly have been in progress looking to an exchange of these affiliations.

With respect to the contributions which UPT may make to the entertainment and communications field through the merger, the Noble-Goldenson statement noted that UPT "is a leading operator of theatres located in various parts of the U. S.," and "will bring to ABC additional financial resources and personnel with long experience and an outstanding record of achievement in the entertainment field."

"We are convinced that this partnership will create and provide resources and skills which will be invaluable to radio and television," they declared.

UPT currently is sole owner of 694 theatres and has partial interests in 296 others, but is in the process of disposing of some, in compliance with the consent decree and of acquiring others. Henceforth, according to the 1950 annual report, sales will exceed acquisitions.

The report, dated April 9 of this year, shows that in its first year of operation as a separate theatre enterprise—calendar 1950—UPT had consolidated earnings of $12,141,667 after all charges including federal income tax, plus $208,8[illegible] as its portion of undistributed earnings of partly owned, non-consolidated subsidiaries. Dividends amounted to $2 per share.

Assets Show Increase

The consolidated balance sheet as of Dec. 30, 1950, showed total current assets increased from $26.[illegible] million to $27.3 million during the year. Current liabilities went up from about $10.7 million to $12.[illegible] million, due to a great extent to use of cash in property purchases. Consolidated fixed assets increased from $49.1 million to $68.4 million, after depreciation of $4 million for the year. Book value of common stock rose from $45.9 million ($14.06 per share) to $52.9 million ($16.21 per share).

To refinance its fixed debt—which was cut from $27.1 million to $25.7 million during 1950—UPT arranged a $35 million long-term loan from Metropolitan Life Insurance Co. and a group of three banks, and has a $10 million standby credit available through this year.

Aside from its ownership of WBKB, the theatre company has been active in the theatre television field, having five theatres equipped for television by the end of last year and having engaged in what its official described as successful experiments via exclusive telecasts of U. of Illinois and U. of Michigan football games in three theatres in Chicago and Detroit last fall.

In his annual report, President Goldenson frankly conceded that TV "is competing with us for the public's leisure time and entertainment dollars," with box office hit harder in TV than in non-TV areas. But "there are too many other forces affecting attendance to permit the isolation and measurement, with any degree of reliability, of any one factor alone," he added.

He expressed the view that, wh[illegible]

(Continued on page 36)

XUM

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Ukiah-Mendocino County

- Population — 40,596, an increase of 45.7% from 1940 to 1950
- Effective Buying Income* — $49,178,000, an increase of 180.9%
- Retail Sales* — $36,056,000, up 219.6%
- KNBC Audience — week after week, over 4/5 of the radio families in this market listen regularly to KNBC

Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

Weitman Career

ROBERT M. WEITMAN, named last Thursday to be vice president in charge of program and talent development for the radio and television division envisioned in the proposed merger of ABC and United Paramount Theatres, has been with the Paramount Theatres organization throughout his business career.

He entered Paramount's manager's training school upon graduation from Cornell U. in 1928, and moved thereafter through a succession of executive jobs in theatres throughout the New York area. As managing director of the New York Paramount Theatre he inaugurated the "stage band policy," and helped launch or develop the careers of such personalities as Glenn Miller, Tommy Dorsey, Eddie Duchin, Woody Herman, Stan Kenton, Frank Sinatra, Danny Kaye, Red Skelton, Betty Hutton, Tony Martin, and Perry Como.

ABC, UPT July Merger

(Continued from page 34)

the novelty of set-ownership has worn off, the public "will respond as in the past to the appeal of our high-quality motion-picture entertainment."

Mr. Goldenson also recognized TV as a potential ally of motion pictures. "The use of television as a motion picture advertising medium can be expected to increase materially when television affords national coverage which will permit a distribution of the costs among the maxium number of interested users," his annual report asserted.

The ABC-UPT merger agreement came as no great surprise, despite Mr. Noble's announcement during the preceding week that the negotiations which had involved CBS, UPT, Fort Industry Co., and others had been broken off and that the present ABC ownership would continue to operate the radio and TV networks.

Simultaneously with the merger announcement, he pointed out that UPT's original offer had been rejected because ABC was "interested only in a real partnership, whereby ABC stockholders would share more fully in the growth of radio and television through the ownership of greater amounts of equity securities and through exercise of more proportionate voting representation."

The new UPT offer, he added, fits that bill.

Springfield, Illinois

FIRST...

Morning
Afternoon
Evening

And in the Afternoon and Evening WTAX's Audience Averages More than DOUBLE that of Any Other Station Heard in Springfield.

WTAX

Columbia Broadcasting System Affiliate

Source: C. E. Hooper, Inc., Fall-Winter Report
November 1950 thru March 1951
Springfield, Illinois
Daytime averages Monday thru Friday
Evenings Sunday thru Saturday

Springfield is 100 Miles from Any TV Station and Beyond the Range of Dependable TV Service

Represented Nationally by WEED & COMPANY

ABC-Paramount Board

(Continued from page 23)

EARL E. ANDERSON

The business career of Earl E. Anderson has been centered around business investment management. He was born in Potsdam, N. Y., in 1886. His official connections include vice president-director of ABC as well as top executive roles at Petroleum Exploration Co. and Aeroll Products Co. His office is in New York.

Mr. Anderson

OWEN D. YOUNG

To list the corporate and civic connections of Owen D. Young, an ABC director as well as honorary board chairman of General Electric Co., would require at least a column of type. Mr. Young was born in 1874 in Van Hornesville, N. Y., and still lives there. He put out a law shingle in Boston in 1896, moving to New York in 1913 to become GE counsel. In 1922 he became chairman of the GE board. He served until 1929 as RCA board chairman and until 1933 as chairman of the executive committee.

Mr. Young

Paramount Members . . .

WALTER P. MARSHALL

An accounting career led Walter P. Marshall to a high place in the business world. Born in Brooklyn, Nov. 20, 1901, he entered business in 1921 as an accountant at All-America Cables & Radio, as well as Mexican Telegraph Co., moving in 1928 to IT&T. In the '30s he became chief accountant of Commercial Cable Co. and controller of Mackay Radio & Telegraph Co. He has served as a high officer and director of many communications companies in addition to his directorship of United Paramount Theatres.

ROBERT H. O'BRIEN

The business career of Robert H. O'Brien started in the Butte, Mont., mines. Born Sept. 15, 1904, he moved through newspaper and ranching jobs into mining engineering and set up a law office in Chicago. He was in the legal department of the Public Works Administration in Washington and moved upward in the Securities & Exchange Commission to a commissionership. He has been with Paramount interests for several years.

ROBERT L. HUFFINES Jr.

Leading figure in the textile industry, Robert L. Huffines Jr. was born in North Carolina April 19, 1905. He joined Burlington Mills in 1941 and became president of Burlington Mills Corp. of New York in 1947. He also is a director of Burlington Mills, Greensboro, N. C. He headquarters in New York.

JOHN BALABAN

Member of a famous theatrical family, John Balaban is the younger brother of Barney Balaban, president of Paramount Pictures. He conceived the idea of an independent commercial video operation in 1939 and is president-director of Balaban & Katz, operating the pioneer WBKB(TV) Chicago. He was born in Chicago in 1894. Balaban & Katz interests operate more than 100 movie theatres.

Mr. Balaban

ROBERT B. WILBY

Born in Selma, Ala., in 1888, Robert B. Wilby is active in theatrical, banking, real estate and life insurance operations. He is president-director of Wilby-Kinser Service Corp., Atlanta. He also is president-director of Wilkin Theatre Supply, North Carolina Theatres and Birmingham Theatres Operating Co. He is a director of Union Bank & Trust Co., Montgomery, Ala., as well as Atlantic Realty Co. and Progressive Life Insurance Co., both of Atlanta. He has other interests in the Southeast.

WALTER W. GROSS

Born in Troy, N. Y., Oct. 31, 1895, Walter W. Gross graduated from Harvard U. and Harvard Law School. He practiced law in New York City from 1920-1933 and joined the legal department of Paramount Pictures in the latter year. He was general counsel of the theatre department of Paramount Pictures from 1938-1945. Since Jan. 1, 1950, he has been vice president and general counsel and director of United Paramount Pictures.

ABRAHAM H. BLANK

The theatre business has don

(Continued on page 92)

MEMO to TIMEBUYERS:

FISHING'S GOOD IN NORTHEASTERN OKLAHOMA and WESTERN ARKANSAS THIS SEASON!

WHICH MEANS THERE'S A ____ OF A RECREATION BUSINESS ADDED TO THE NORMALLY RICH FLOW of INDUSTRIAL and AGRICULTURAL TRADE IN THESE TWO WEALTHY MARKETS!

(OKLAHOMA LAKE SHORELINES ARE EQUAL TO THE COMBINED SHORELINES OF THE ATLANTIC AND PACIFIC OCEANS FROM CANADA TO MEXICO.)

KTUL and KFPW MAKE IT EASY TO COVER BOTH THE MAGIC EMPIRE of NORTHEAST OKLAHOMA AND THE PRIME FORT SMITH TRADE AREA of WESTERN ARKANSAS WITH:

- ONE OPERATION
- ONE REP. (AVERY-KNODEL, INC.)
- ONE NETWORK — CBS!

P.S. (Buy Both Stations For top Coverage and Quick Frequency Discounts.)

The AUDIENCE ACTION TEAM

KTUL - KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU—*Vice President, General Manager*

AVERY-KNODEL, Inc., *Nat'l Representative*

AFFILIATED WITH KOMA, OKLAHOMA CITY

WASH. AD CLUB

Radio Executives Elected

RADIO EXECUTIVES were named to several top posts in the Washington Advertising Club in elections May 22.

Tom Griffin, Washington *Daily News*, was elected president, succeeding William Sigmund, vice president of Henry J. Kaufman & Assoc., Washington agency.

Clayton Sanders, advertising manager of Peoples Drug Stores Inc., was named vice president. Peoples is one of the largest regional accounts in the South Atlantic states.

William E. Coyle, sales promotion manager of the *Washington Star* (WMAL-AM-FM-TV), was elected second vice president.

Stanley Bell, NBC (WRC-AM-FM), was voted treasurer.

Ward Guthrie, Guthrie Lithograph Co., was re-elected secretary.

Alvin Q. Ehrlich, vice president in charge of radio and video, Kal, Ehrlich & Merrick agency was named to the new board of directors.

WORC To MBS-Yankee

YANKEE Network, New England regional, announced last week that WORC Worcester Mass., will become its affiliate in that city, effective Oct. 15. WORC replaces WAAB, longtime Worcester affiliate. WORC at present is an ABC station but under the new Yankee agreement will become a Mutual outlet. WAAB has been serving as the MBS outlet in Worcester but moves to ABC Oct. 15 [BROADCASTING • TELECASTING, May 21]. WORC operates on 1310 kc with 1 kw while WAAB is on 1440 kc with 5 kw.

SDX CITATIONS

Radio, Video Awards Made

DISTINGUISHED journalism service citations for 1950 by Sigma Delta Chi, national journalism fraternity, were formally awarded one radio station and to three radio and TV persons at a banquet in New York's Waldorf-Astoria Hotel last Thursday night.

Thus honored [BROADCASTING • TELECASTING, April 16] were Leo O'Brien and Howard Maschmeier, WPTR Albany, N. Y., for radio newswriting; WAVZ New Haven, Conn., for public service in radio journalism; and Jack E. Krueger, WTMJ-AM-TV Milwaukee, for radio reporting. Leonard Bartholomew, WGN-TV Chicago, received a special award in radio-television reporting.

Members of the radio committee which judged the entries included Chairman Robert K. Richards, NARTB director of public affairs; Theodore Koop, director of news and public affairs, CBS Washington office; William R. McAndrew, general manager, WRC-AM-FM WNBW (TV)-NBC Washington; Howard Kany, AP Radio, and Al Harrison, UP Radio.

RADIO PIONEERS

N. Y. Chapter Names Officers

G. W. JOHNSTONE, radio and TV public relations director of the National Assn. of Mfrs., was elected president of the New York Chapter of the Radio Pioneers Wednesday, at an organization meeting of the first local chapter of the national association of individuals associated with broadcasting for 20 years or more. H. V. Kaltenborn, NBC commentator who founded the Radio Pioneers, was elected honorary president of the New York chapter.

Other officers are: Dorothy Gordon, conductor of *The New York Times* youth forums on WQXR New York, first vice president; Sigmund Spaeth, musicologist, popularly known as the "Tune Detective," second vice president; Charles A. Wall, BMI vice president in charge of finance, treasurer; Bruce Robertson, BROADCASTING • TELECASTING senior associate editor, secretary.

APS SESSIONS

Meets At Austin, Atlanta

ASSOCIATED Program Service subscriber meetings last week in Austin and Atlanta drew broadcasters from four southern and southwestern states.

Program matters and sales featured spirited discussions at both sessions. Among those representing APS were Maurice B. Mitchell, vice president and general manager; Leslie F. Biebl, program director, and William T. Stubblefield, field representative.

A. H. Karns Promoted

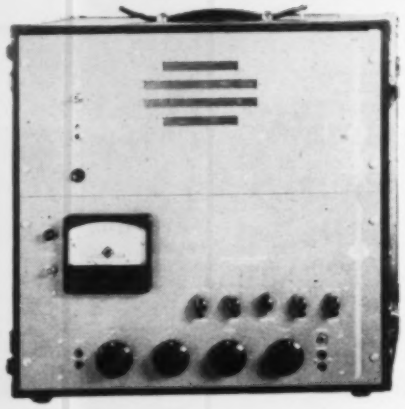
APPOINTMENT of Adna H. Karns, general manager of WING Dayton and WIZE Springfield, to the position of vice president of Great Trails Broadcasting Corp., WING owner, was announced last week. Mr. Karns eight years ago began his radio career as a WING announcer, and six weeks later was transferred to WIZE as production manager. Six months thereafter he was made program director and the following June was promoted to station manager. Jan. 1, 1948, he was named general manager of both stations.

Mr. Karns

WHLI Hempstead, Long Island, N. Y., sales for 1951's first quarter were 27.3% higher than for same period in 1950, according to Elias I. Godofsky, president and general manager.

Now it's here . . .

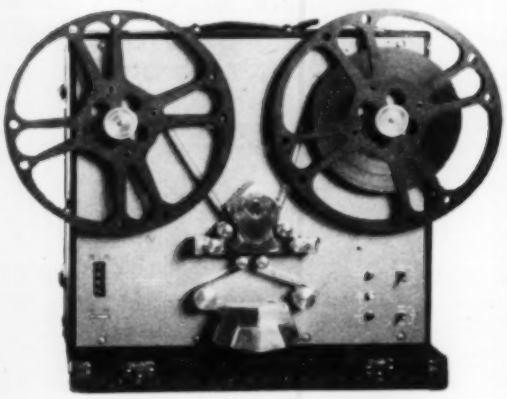
MODEL S5 SYNCHRONOUS MAGNETIC FILM RECORDER AND REPRODUCER



The STANCIL-HOFFMAN Synchronous . . . Magnetic . . . Sprocket Film Recorder insures for *16 mm* film production . . . *35 mm* SOUND FIDELITY plus . . . MAGNETIC TAPE convenience . . . at 16 mm PRODUCTION COSTS.

This remarkable S5 Recorder may be ordered for either 16 mm or 17.5 mm film.

The S5 Recorder is designed for either portable use (as illustrated) or rack mounting for permanent placement.



- STANCIL-HOFFMAN Synchronous equipment has been field tested and proven by extensive use throughout the world.
- Over 2160 foot film capacity, or a full hour of 16 mm recording.
- Available with both a synchronous drive motor and an interlock motor, either motor used selectively.
- The mechanical filter system uses TWO fly wheels in a balanced tight loop, providing flutterless operation.
- Complete relay control permitting remote operation from any number of positions.
- Instead of gears, uses a unique silent chain drive which requires NO maintenance.

WRITE FOR DESCRIPTIVE BROCHURE

STANCIL-HOFFMAN CORP

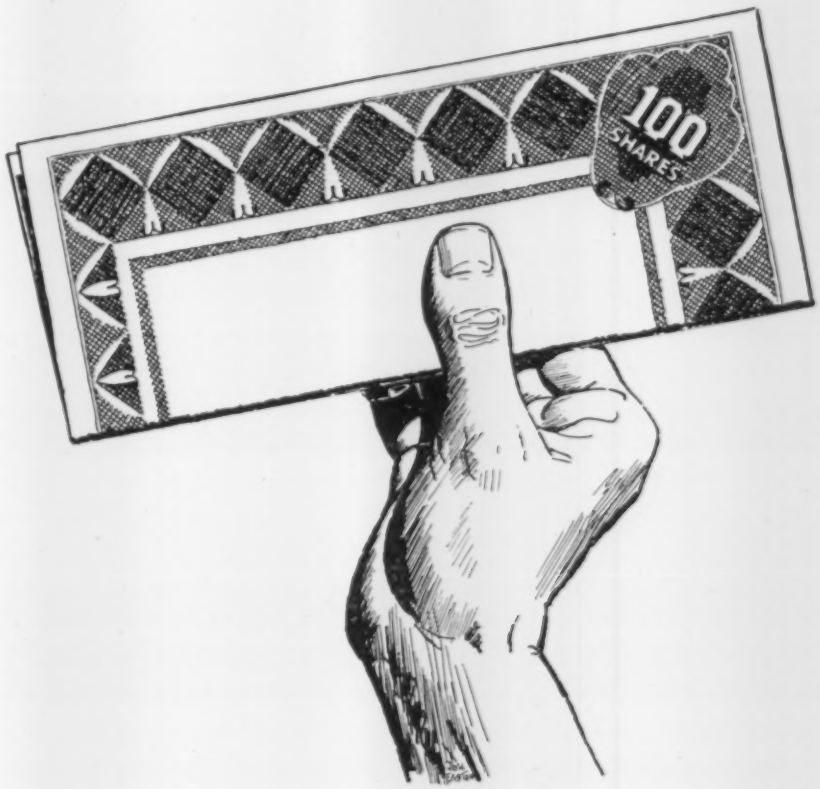
1016 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA

Who owns big business anyway?

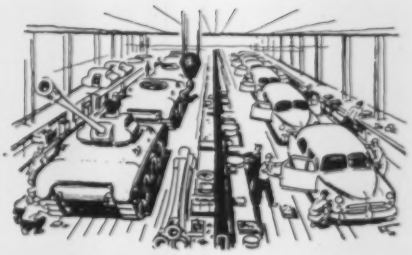
1. Many people, including the Russian delegates to the United Nations, don't seem to understand who owns America's corporations. They continually talk about "Big Business" and "Wall Street Capitalists" as if our big companies were owned and run by a handful of "economic royalists."

2. As a matter of fact, practically all large American corporations are owned and run *by the American people.* Union Oil Company, for example, has more than 36,000 stockholder-owners. 33,613 of our common stockholders are individuals—15,528 women and 18,085 men. The remainder consist of some 2,500 educational, religious and charitable institutions, labor unions, insurance and trust companies.

3. Approximately half of Union Oil's common stock is owned by stockholders who have 500 shares or less. Average shares per stockholder is 146. Naturally there are many larger holdings than this and many smaller, but our largest stockholder owns only 2¼% of the total stock. Our directors and officers combined own 2½%.



4. In other words, Union Oil Company is owned not by a few dozen millionaires but by many thousands of ordinary Americans. And this is true of practically every U. S. corporation.* So when the Communists argue that their system would allow the American "people" to "own" their industries, they're whistling up the wrong drainpipe. The American people own their industries already.



5. The big difference is that our system provides the incentives to the individual, the competition and the efficiency that go with private ownership. Consequently, our industries are able to outproduce, outprogress and outdo the Communists' by a country mile. And our people are free to spend their money, put it in the bank, invest it in stocks or bury it in the back yard—whichever they darn well please.

**More than 15 million Americans own stock in some U. S. corporation. In addition to these, everyone who has a life insurance policy will find some of his "cash value" invested in corporations. So, altogether, probably 8 out of 10 American families have a direct or indirect stake in U. S. corporations.*

UNION OIL COMPANY
OF CALIFORNIA

Manufacturers of Royal Triton, the amazing purple oil.

MONITORING

Truman Asks $1.3 Million For FCC in Defense Move

PRESIDENT TRUMAN last Monday asked Congress for $1.3 million-plus for the FCC to strengthen its radio monitoring activities in the national defense effort.

The Chief Executive requested an outlay of $1,340,000 which would enable the Commission to "meet more adequately" responsibilities dealing with:

(1) Participation in control of radio signals for air defense purposes.

(2) Detection and identification of "unauthorized" radio stations, as well as location of lost aircraft.

The recommendation was contained in an omnibus appropriations measure submitted to Congress and embracing a number of other government agencies and departments.

President Truman's message was regarded as implementing FCC's bid for authority to purchase new land sites for monitoring stations as well as re-emphasizing the importance of that work in Commission procedures involving control of electro-magnetic radiations which might serve as navigational aids to enemy aircraft. Monitoring station provisions are contained in the McFarland Bill (S 658) now pending before the House Interstate & Foreign Commerce Committee.

Stress on this phase of the Commission's operation has been recounted by FCC members in closed conferences with committee members as well as openly during hearings on the Defense Dept.'s radiations control bill, now lying moribund within the Senate Interstate & Foreign Commerce Committee. Value of this particular role also had the support of NARTB during hearings earlier this year.

Also included in the overall $1.1 billion supplemental package, which was referred to the House Appropriations Committee, was $800 million "for stockpiling of strategic and critical raw materials needed for national defense." Sum of $4.4 billion in new obligational authority already has been made available for the program thus far, the White House said.

Sum Asked

FCC had sought $2,534,280 for monitoring and field engineering as part of estimates for 1952 — or roughly $170,000 over monies for the current fiscal year. The monitoring appropriation was slashed indirectly—but sharply—in the $6 million bill passed by the House and sent to the Senate, which has not taken action yet. The Appropriations Committee pared operating appropriations from an overall $6,850,000 to $6,575,000 and the House, in an economy move, cut the sums further to an even $6 million.

The President noted last January that the original budget increase estimate for '52 would have provided for "continuous 24-hour watch at all monitoring stations."

FCC's field staff is responsible for inspecting stations, monitoring the radio spectrum, locating illegal sources of radio emissions and lost aircraft through radio-direction-finding equipment and gathering engineering data for use by FCC.

The new budget also singles out FCC's participation in the Defense Dept. (Air Force) signal-control plan, which also involves the Commission's emergency broadcast alert plan now in the stage of crystallization. This was not mentioned in the original budget.

Meanwhile, conferees of the Senate and House last week adopted and sent to the White House a supplemental alloting $9,533,939 for the Voice of America and $110,000 for civil defense communications systems.

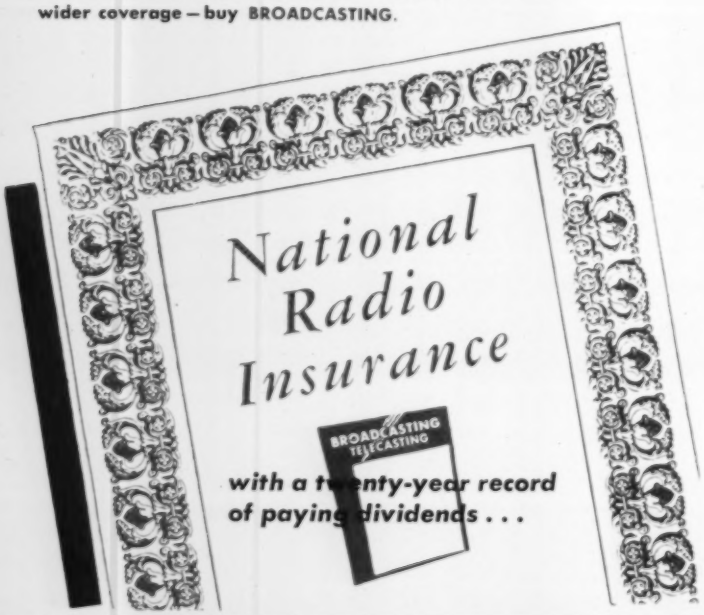
A joint committee allowed $1,750,000 for operations of the Federal Civil Defense Administration —a sharp drop from the $75 million urged by the Senate—to remain available until June 1952. Audio-Visual activities of FCDA (radio, TV, other media) are slated to receive roughly $500,000 for its public education campaign.

The Voice allocation represented almost a 90% slash in funds which were originally earmarked for construction of additional radio transmitter projects. The $9 million-plus allotted will be used to complete seven facilities already authorized. State Dept. officials have indicated they are seeking restoration of the funds in current hearings on the regular 1952 Voice budget [BROADCASTING • TELECASTING, May 14, April 16].

BROADCASTING-TELECASTING has an unbroken 20-year policy of more net paid circulation than any other publication in the field.

More coverage, too, of more agencies and more advertisers than any radio-TV journal.

So make it a policy — for those extra dividends and wider coverage — buy BROADCASTING.



GUY HICKOK

'Voice' News Editor Dies

GUY C. HICKOK, 63, news editor for Voice of America, died of cerebral hemorrhage at his summer home in Bridgewater, Conn., May 18. He had been NBC director of international shortwave broadcasting and radio director for the coordinator of Inter-American Affairs.

Born in Mecca, Ohio, and a graduate of Oberlin College, Oberlin, Ohio, Mr. Hickok joined *The Brooklyn Eagle* in 1914 and in 1918 became head of its Paris bureau. Returning to this country in 1933, he subsequently was associated with the McClure Syndicate, *The Literary Digest* and *Newsweek*.

During World War II he served as information chief in Southeastern Europe for the U. N. Relief and Rehabilitation Administration. He was a member of the National Press Club, the Overseas Press Club, and Anglo-American Correspondents Assn. in Paris.

Mr. Hickok is survived by his widow, Mary Elizabeth; a daughter, Andree, of Norwalk, and a son, Robert C., of Washington.

ABC PROMOTIONS

Ayres, Friendly Elevated

Mr. Ayres

Mr. Friendly

ABC last week announced two additional promotions [BROADCASTING • TELECASTING, May 21].

Charles T. Ayres has been elevated from the post of director of radio sales to become vice president in charge of radio sales.

Edwin S. Friendly Jr., an account executive in the ABC-TV sales department, has been named to the position of eastern sales manager for ABC network television.

Mr. Ayres joined ABC in March 1948 after 13 years with Ruthrauff & Ryan, where he had been vice president and business manager.

Beginning as an ABC account executive, Mr. Ayres in four months was made eastern radio sales manager.

In October 1950 he became director of radio sales and subsequently developed the network's "Pyramid Plan" for advertisers. His successor has not been announced.

Mr. Friendly, since April 1950, had been an account executive in the ABC-TV sales department. Prior to that he was radio and television director at Al Paul Lefton Co., New York.

His sales background includes 2½ years at BBDO, New York, as timebuyer and radio account executive for the Curtis Publishing Co.

He succeeds Slocum Chapin, who has been named ABC vice president for television stations, effective June 1.

NEW 1 KW OUTLET

KDKD Has Modern Plant

KDKD Cinton, Mo., new 1 kw daytimer, went on the air May 11 on 1280 kc. Housing a modern plant in a brick combination building, the station is programmed as the "Voice of Mid-West Missouri." It is owned by David M. Segal, owner and general manager of KTFS Texarkana, KDMS El Dorado, WGVM Greenville, Miss., and KDAS Malvern, Ark. Part-owner of KDKD is Lee E. Baker, consulting engineer.

The staff of KDKD consists of Bill Brown, commercial manager and acting manager; Virgil Stone, formerly with KTFS, program manager; Marvin Landon, chief engineer-announcer, and Gil Legler, engineer. Mr. Baker was to serve as station manager but on May 20 was recalled to active Navy duty as a lieutenant (j.g.).

NETWORK FOR SALE

CONSISTS of one station (KMPC), plus 197 Southern California communities. Priced to sell more of the same audience at less cost than you'd ever reach with 38 teakettle stations in the same area all put together. Nr. schls., shopping ctrs., cash regs. Call or write KMPC, Hollywood. Courtesy to agts. 710 kc. 50,000 watts daytime. 10,000 watts nighttime. Represented by H-R Representatives, Inc.

To a Radio Advertiser Who Knows More Than His Agency Time Buyer

Once upon a time there was an advertiser who bought a buy on a radio station.* He signed a 13-week contract. Two weeks later he discovered a better buy, cancelled the first, and leaned back. Word got around and buys started popping up and it got so that he hardly knew what stations he was on at a given time, but dammit, he kept his agency on its toes buying buys. At the end of six months his controller put some figures in front of him and he swore off radio. Wouldn't pull for him. He knew because he tested it.

"Put it on Eastern Iowa's WMT," the time buyer had urged. "That's where the tall corn grows and the dough comes up like thunder, where 52.8% of the state's $6 billion business is done in towns under 25,000, where the $2 billion a year farm income is likely to be spent in trading centers close to farmer's homes, where there are 201,527 electrified farm homes on 200,679 farms (that's *really* saturation). WMT is the Number 1 Hooperated CBS station in the nation, and a 1-minute Class A commercial, 52-time rate, costs only $27.00." But this time buyer was overruled and look what happened.

MORAL: *Let the Marconis do the experimenting with radio.*

* We made up this first paragraph out of our own headbone. Any resemblance to fact is unfortunate.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

RTMA MEETING
Marketing, Defense Issues Top Annual Agenda

MARKETING problems, mobilization and material shortages head the agenda for the 27th annual convention of Radio-Television Mfrs. Assn., to be held June 4-7 at the Stevens Hotel, Chicago.

Some two-score business sessions will be held during the four-day conference, with manufacturers from all branches of the industry and all major producing areas taking part. Two sessions will be held by the RTMA board.

A number of meetings will be of direct interest to broadcasters and telecasters. The special Sports Broadcasting Committee, headed by J. B. Elliott, RCA-Victor, will go into baseball and football coverage by radio and TV stations.

RTMA is an active sponsor of the joint industry campaign to promote attendance at baseball games. It is interested in the football telecasting problem, now suffering from an attempt by large NCAA colleges to enforce a one-game-per-week plan by means of boycott threats.

Ad Group to Meet

The RTMA Advertising Committee, headed by L. E. Pettit, General Electric Co., also will meet during the convention. Other committees whose work directly affects broadcasters and telecasters include: FM Policy Committee, John W. Craig, Crosley Div., chairman; Broadcast Transmitter Section, H. E. Taylor Jr., Allen B. DuMont Labs, chairman; Tax Committee, A. M. Freeman, RCA Victor, chairman; Trade Practice Conference Committee, Benjamin Abrams, Emerson Radio & Phonograph Co., chairman; Industry Statistics Committee, Frank W. Mansfield, Sylvania Electric Products, chairman.

Edwin T. Gibson, acting administrator, Defense Production Administration, will speak at the annual banquet June 7. A number of government officials and representatives of allied industries have been invited by RTMA President Glen McDaniel to be guests at the dinner.

RTMA Chairman Robert C. Sprague, Sprague Electric Co., will preside Wednesday at a meeting of the board. Newly-elected members will join the board Thursday to elect a chairman and treasurer and to elect other officers for 1951-52. Presiding at the membership luncheon meeting on the final day will be Chairman Sprague, President McDaniel and Secretary James D. Secrest. Mr. Sprague will give his annual address and report at the luncheon. Convention committee chairman is Leslie F. Muter, Muter Co.

CMP DEADLINE
Makers Must Apply by Thur.

MANUFACTURERS of radio, television and other electronic equipment and component parts seeking adequate raw materials for the third quarter of 1951 under the government's Controlled Materials Plan must apply by May 31 (Thursday), authorities emphasized last week.

The deadline applies to all equipment contained in CMP Class B product listings not directly siphoned to military procurement through normal purchasing channels. Included are such products as radio receiving and transmitting tubes, condensers, resisters and other parts equipment not set forth in the National Production Authority's Class A category [BROADCASTING • TELECASTING, May 7]. Latter is limited to radar, sonar, fire control and other top defense materiel. Consumer durable goods are not affected under CMP.

Manufacturers are urged to file on the government's Form 4-B to assure the best processing and prompt fulfilment of orders for steel, copper and aluminum for the third quarter which will formally set CMP in motion beginning July 1. Applications should be filed directly with National Production Authority, Administrative Services Div., Washington 25, D. C.

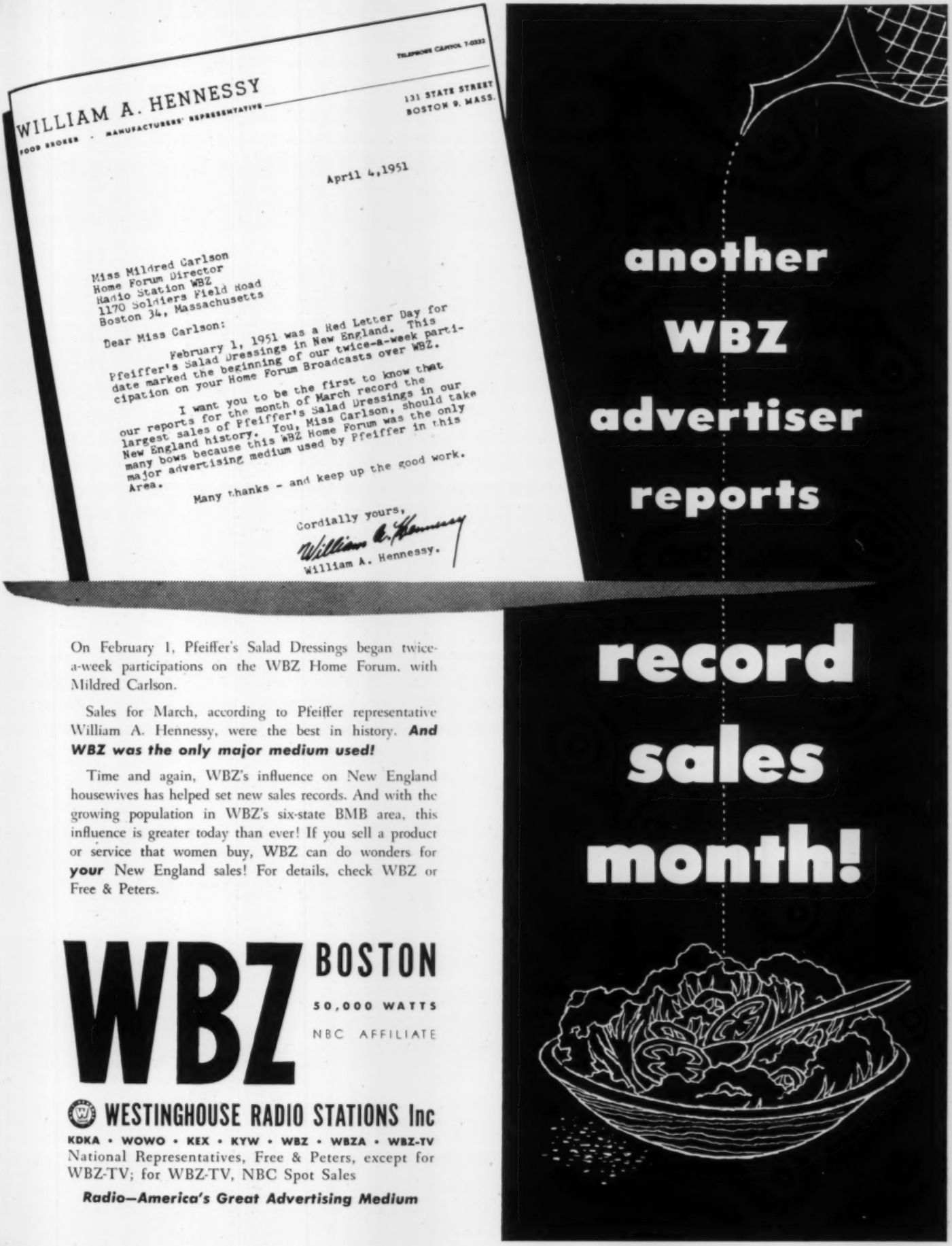
AIMS MEMBERS
Set Colorado Springs Meet

EXCHANGE of program, sales and promotion views and a discussion of problems on both the station and organizational level will highlight the summer meeting of the Assn. of Independent Metropolitan Stations (AIMS) at Colorado Springs, Col., June 8-10.

The meetings, to be held in the Hotel Broadmoor, will be limited to association speakers and membership, now covering some 25 stations, according to Al Meyer, KMYR Denver, who is serving as host. Newest member is WHIM Providence, R. I. A fall session is slated for a midwest city, with selection to be made during the Colorado Springs meet.

'Mike' Is Democratic

"THE MOST democratic instrument in the world is a microphone," Helen J. Sioussat, CBS director of talks, told 400 business leaders at the Rotary Club session in Atlanta last Monday. At the same time, she pointed out, it is difficult to find time for all the persons and organizations requesting network time. "A newspaper can add another page," she continued, "but when the hours of the day are used up, that's that. If everyone wishing to broadcast were given just 30 seconds, instead of the usual 15 or 30 minutes, there still would not be nearly enough time to grant all requests."


WILLIAM A. HENNESSY
FOOD BROKER · MANUFACTURERS' REPRESENTATIVE
TELEPHONE CAPITOL 7-0332
131 STATE STREET
BOSTON 9, MASS.
April 4,1951
Miss Mildred Carlson
Home Forum Director
Radio Station WBZ
1170 Soldiers Field Road
Boston 34, Massachusetts
Dear Miss Carlson:
February 1, 1951 was a Red Letter Day for Pfeiffer's Salad Dressings in New England. This date marked the beginning of our twice-a-week participation on your Home Forum Broadcasts over WBZ.
I want you to be the first to know that our reports for the month of March record the largest sales of Pfeiffer's Salad Dressings in our New England history. You, Miss Carlson, should take many bows because this WBZ Home Forum was the only major advertising medium used by Pfeiffer in this Area.
Many thanks - and keep up the good work.
Cordially yours,
William A. Hennessy.
another WBZ advertiser reports record sales month!

On February 1, Pfeiffer's Salad Dressings began twice-a-week participations on the WBZ Home Forum, with Mildred Carlson.

Sales for March, according to Pfeiffer representative William A. Hennessy, were the best in history. ***And WBZ was the only major medium used!***

Time and again, WBZ's influence on New England housewives has helped set new sales records. And with the growing population in WBZ's six-state BMB area, this influence is greater today than ever! If you sell a product or service that women buy, WBZ can do wonders for ***your*** New England sales! For details, check WBZ or Free & Peters.

WBZ BOSTON

50,000 WATTS

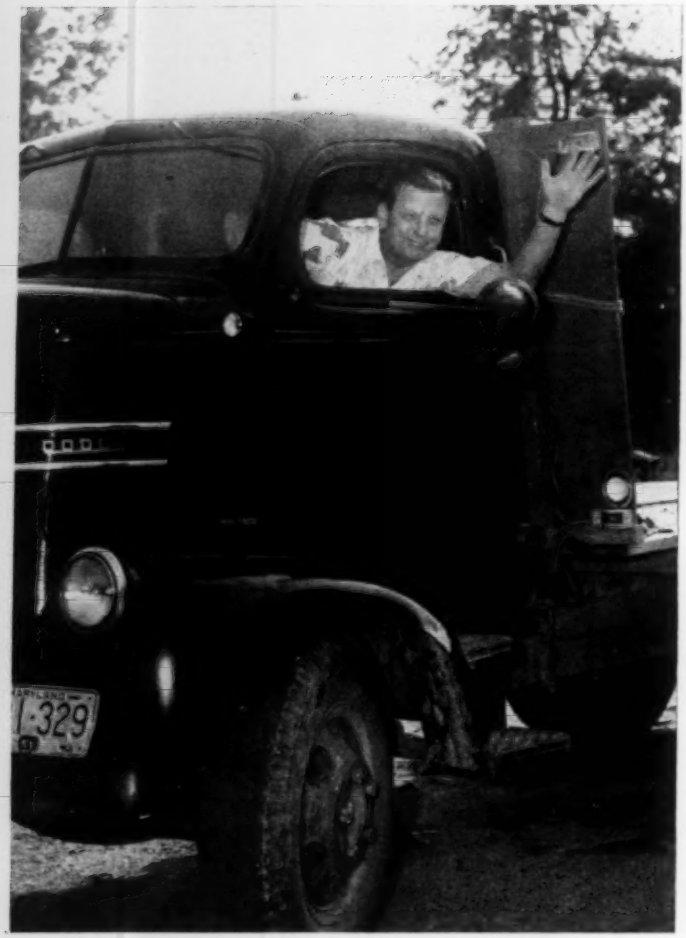
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio—America's Great Advertising Medium



Keeping Steady Company with an Influential Fellow

"That fellow has pull," writes Mr. Frank Bishop, Sales Manager of the Dimond Motor Company, to station KATO, Reno, Nevada. "We've just rounded out our first quarter of keeping company with Fulton Lewis, Jr. and we are more than satisfied with our recent '51 Dodge campaign. I want to authorize you to continue with 'this is Fulton Lewis, Jr. speaking for Dick Dimond, your friendly Dodge-Plymouth dealer.' "

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

HONORING Harry Maizlish (standing, third l), president and general manager, KFWB Hollywood, with scroll and gold life membership in Los Angeles Breakfast Club—in recognition of his work for charitable organizations—is Don Lake (standing, third r), past president of Breakfast Club. On hand to celebrate are, standing (l to r): William Beaton, manager, KWKW Pasadena; Robert J. McAndrews, managing director, Southern California Broadcasters Assn.; Mr. Maizlish; Mr. Lake; A. E. Joscelyn, CBS Hollywood director of operations; Sydney Gaynor, assistant manager and sales manager, KFWB. Squatters are Cliff Gill, manager KFMV(FM) Hollywood, and Loyd Sigmon, vice president, KMPC Hollywood. Mr. Maizlish was cited for past efforts on behalf of such organizations as Red Cross, March of Dimes, USO and many others. His station also has broadcast the Los Angeles Breakfast Club program weekly for the past 25 years as a public service.

AAAA ELECTS

New Governors Announced

SIX sectional councils of the American Assn. of Advertising Agencies have completed elections of new officers and governors, it was announced last week. Council boards of governors are:

New York: Chairman: Fletcher D. Richards, Fletcher D. Richards Inc., New York; vice chairman: Marion Harper Jr., McCann-Erickson, New York; secretary-treasurer: Alvin H. Kaplan, Kaplan & Bruck, New York. Other Governors: Sam M. Ballard, Gardner Adv. Co., New York; Henry Legler, Warwick & Legler, New York; Edward Noakes, Cecil & Presbrey, New York; Walter Weir, Walter Weir Inc., New York.

New England Council: Chairman: George C. Wiswell, Chambers & Wiswell Inc., Boston; vice chairman: J. Paul Hoag, Hoag & Provandie Inc., Boston; secretary-treasurer: Harold I. Reingold, The Reingold Co., Boston. Other Governors: Edward F. Chase, Harold Cabot & Co., Boston; Frederick C. Noyes, Horton-Noyes Co., Providence.

Atlantic Council: Chairman: Dan W. Lindsey, Lindsey & Co., Richmond; vice chairman: A. E. Morgan, The Richard A. Foley Adv. Agency, Philadelphia; secretary-treasurer: Robert Arndt, John Falkner Arndt & Co., Philadelphia. . Other Governors: M. Belmont Ver Standig, M. Belmont Ver Standig, Washington; Wesley M. Ecoff, Ecoff & James Inc., Philadelphia; Theodore A. Newhoff, Theodore A. Newhoff Adv., Baltimore.

Michigan Council: Chairman: Carl Georgi Jr., D. P. Brother & Co., Detroit; vice chairman: Elliott E. Potter, Young & Rubicam, Detroit; secretary-treasurer: George Richardson, J. Walter Thompson, Detroit. Other Governors: Blount Slade, Brooke, Smith, French & Dorrance, Detroit; Tod Reed, Ruthrauff & Ryan, Detroit.

Central Council: Chairman: Rolland Taylor, Foote, Cone & Belding, Chicago; vice chairman: A. H. Fensholt, The Fensholt Co., Chicago; secretary-treasurer: John M. Willem, Leo Burnett Co., Chicago. Other Governors: Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Arthur F. Marquette, Sherman & Marquette, Chicago; A. R. McGinnis, Klau-Van Pietersom-Dunlap Assoc., Milwaukee; George Reeves, J. Walter Thompson, Chicago; John F. Davis, The Griswold-Eshleman Co., Cleveland; Henry H. Haupt, BBDO, Chicago.

Pacific Council: Chairman: L. C. Cole, L. C. Cole Co., San Francisco; vice chairman: Carl Tester, Philip J. Meany Co., Los Angeles; secretary-treasurer: Merle W. Manly, Botsford, Constantine & Gardner, Portland. Other Governors: Gene Duckwall, Foote, Cone & Belding, Los Angeles; Charles R. Devine, Devine & Brassard Inc., Spokane.

McCARTHY OUT

Loses Committee Seat

SEN. JOSEPH R. McCARTHY (R-Wis.) officially lost his seat on the Senate Appropriations Committee last Monday [CLOSED CIRCUIT, April 23]. The Senator has been an arch critic of the State Dept., including the agency's handling of the Voice of America.

Sen. McCarthy had been assigned to an appropriations subcommittee which reviewed funds allocated to the State Dept. In his post, the Senate assigned Sen. A. Willis Robertson (D-Va.), who in turn gave up his seat on the Senate Executive Expenditures Committee to Sen. Blair Moody (D-Mich.), who also was assigned to the Senate Banking Committee.

As successor to the seat left vacant by the death of the late Sen. Arthur Vandenberg (R-Mich.), Sen. Moody's appointment to the upper chamber realigned the ratio of Democrats to Republicans from 49-47 to 50-46. Sen. Moody, formerly Washington correspondent for the *Detroit News* and moderator of the radio show, *Meet Your Congress*, is continuing his broadcast activities.

LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area.

Population — 1,464,400 —

AND THE AMAZING STORY OF WOOK!

A U.B.C. STATION

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

Let's have the facts about WOOK

(Time)	WOOK Audience	Independent A Audience	Independent B Audience	Network C Audience	Network D Audience	Network E Audience
6:45AM	28940	9050	1000	17465	8285	1400
7:00AM	28940	22055	3695	50830	22053	2165
11:30AM	13640	5225	1400	15400	7520	2165
12:00Noon	9815	6755	7460	5225	2165	2165
12:30PM	9815	5990	7460	5225	4460	2165
1:00PM	15170	5225	7460	19760	3695	2165
1:30PM	24350	5225	7460	6755	4460	3695
2:00PM	15170	5225	4460	3695	4460	4460
2:30PM	13640	6755	3695	8285	8285	2930
3:00PM	15170	11345	3400	12875	8285	2165
3:30PM	22055	13640	3400	3695	7520	1400
4:00PM	21310	12875	2930	4460	8285	1400
4:30PM	23585	11345	1400	5225	7520	1400
5:00PM	17465	8285	1000	5400	5990	1400

Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

Let's have the facts.

WOOK gives more listeners for the dollar spent.

You can't cover the Washington area completely without WOOK

For more information, write, wire or phone the United Broadcasting Company, 1143 Connecticut Avenue, N. W., STerling 7265 Washington, D. C. or ask Forjoe or Radio Representatives about . . .

WOOK

and the other UBC Stations, WSID, WARK, WANT, WFAN

OF THE PIEDMONT

Radio Stations are built on listener acceptability.

Listener acceptability is gained by good programming.

WORD has won this listener acceptability in the Piedmont by interweaving into its schedule the fine programs of ABC, some of the superior radio productions of the NBC Network, MGM and other producers of great shows.

In addition to ABC and top local programs, WORD has fitted into its schedule such outstanding shows as:

The Telephone Hour
The Railroad Hour
Cities Service Bands
Cavalcade of America
MGM Theatre of the Air
Dr. Kildare
Crime Does Not Pay
'Cisco Kid
Second Spring
John Charles Thomas

In Spartanburg—WORD is your best buy.

WORD

SERVING THE HEART
OF THE PIEDMONT
ABC

WDXY-FM • DUPLICATION
Walter J. Brown, President

SPARTANBURG
South Carolina
SEE HOLLINGBERY

AD CURTAILMENT?

Shouse Hits Controls

ADVERTISING curtailment so severe as to threaten the livelihood of all media may well be the result of current price control regulations, James D. Shouse, vice president of Avco Mfg. Corp. and chairman of Crosley Broadcasting Corp., declared Thursday in an address to the American Marketing Assn. in New York.

Mr. Shouse

An analysis of Ceiling Price Regulation 22, Mr. Shouse said, has convinced him that "advertising faces the period of its greatest jeopardy. Not only advertising, but personnel involved in sales, merchandising, marketing and market research are about to face a squeeze that can, within a very few months, undermine the very bases on which our media of mass-communications rest," he averred.

The basic danger to all advertising media in CPR 22, he explained, lies in the labor cost adjustment section which permits a manufacturer to increase his base period price by average percentage increases in his factory payroll. "That factory payroll," Mr. Shouse stated, "is clearly designated to include factory supervision, packaging, handling, maintenance and materials. But the important thing is that he cannot include increases in administration, sales, advertising or research."

Regulation Formula

This regulation, issued April 25, sets price ceilings at the manufacturers' level during the so-called "interim period" which followed the general price freeze. Formula used is pre-Korea prices to which increases in costs of factory labor and manufacturing materials up to specified cut-off dates are added. Cut-off date for labor and raw material costs is set at March 1, 1951. For manufactured materials the cut-off date is Dec. 31, 1950.

According to the Office of Price Stabilization, CPR 22 achieves "roll-backs where prices have outpaced costs since Korea" and permits "increases where the general freeze resulted in squeezes." OPS has emphasized that regulation 22 is merely "interim" and will be replaced in the future by tailored regulations for particular industries and commodities.

For a period of months advertising can anticipate "a suspended state of status quo," Mr. Shouse predicted. But sooner or later, "and inevitably as non-factory payroll costs increase . . . something has got to give and, believe me, advertising expenditure is in the state of perhaps greatest vulnerability."

Noting that settlements with the railroad non-operating workers and meat packers have already pierced the allowable wage ceiling, he declared that "it therefore becomes inevitable that as further wage increases are allowed these increased costs can only be absorbed through decreased expenditures in the non-allowable items." And, he stated emphatically to his audience of advertising and marketing executives, "most of us here today are strictly non-allowables!"

Describing CPR 22 as "actually profit control and not price control," Mr. Shouse stated that "these regulations are aimed at minimizing the very profits which supply the tax base for all of our defense effort financing. . . . Always before, excessive profits have been siphoned off in taxes or devices such as price re-negotiation and price redetermination, but here profits will not be allowed to occur in the first place. This will destroy everything that has made the American economic system great."

Just back from a trip to South America for the State Dept., Mr. Shouse reported that despite our good neighbor policy he "could detect practically no sign in any country that we have been able to buy either loyalty or friendship." He questioned the wisdom of continuing this policy, expressing the opinion that while they have many strategic materials important to the United States, "I am equally sure that these materials will always be available to us just so long as we are able to pay for them with the high dollar."

Reporting that this mission and an earlier one to Europe concerned certain international activities of the Voice of America, Mr. Shouse observed that "it is extremely unfortunate that the Voice of America is securing currently perhaps the worst press of any activity of the federal government.

"I have no hesitancy telling you that the people that I have had the pleasure of working with in the Voice have been good, smart and competent people, trying to do a good job under what appears to me at least to be severe organizational difficulties within the department itself," he said. "I am sure that a great many people are taking cracks at the Voice because it is a colorful thing and something that by its very nature possesses little ability to defend itself. I have been in the business of broadcasting myself for 23 years and it is not new to me to find that a great many people consider themselves to be excellent program directors."

AFA SESSIONS

Thomas Lists New Topics

PANEL on "Television—Today and Tomorrow" and an explanation of objectives of the government's Voice of America's shortwave, overseas program are listed by Eugene S. Thomas, WOR-TV New York, among additional topics to be explored during the 47th annual convention of the Advertising Federation of America in St. Louis June 10-13.

Edward W. Barrett, Assistant Secretary of State for Public Affairs, will be the principal speaker during AFA's closing session, according to Mr. Thomas, convention program chairman. Mr. Barrett will outline Voice progress and problems.

The TV panel will be held on Wednesday morning, closing date for the meet, and round out a series of discussions on advertising relating to special opportunities, public service, product shortages and the world picture [BROADCASTING • TELECASTING, May 14]. Film commercials, video's impact, station problems, retailers' use and effects of the medium on other media budgets will be aired. Retail advertising meetings will be held concurrently with the panel.

Slated to participate in the television panel are George Burbach, KSD-TV St. Louis; Louis A. Hausman, CBS vice president in charge of sales promotion and advertising; Don L. Kearney, Katz Agency, Baltimore; Don McClure, radio-TV production head, McCann-Erickson; Newman McEvoy, vice president and media director, Cunningham & Walsh; John A. Thomas, BBDO, and Louis Westheimer, Westheimer & Block, St. Louis.

ANNE GANNETT

Broadcaster's Wife Dies

ANNE M. GANNETT, 68, wife of Guy P. Gannett, broadcaster and newspaper publisher, died May 22 at Cape Elizabeth, Me. She was former president of the National Federation of Music Clubs and the first GOP national committeewoman from Maine.

Since 1947 she had been vice president and treasurer of the Guy Gannett Publishing Co. Gannett radio interests, held through newspapers in the various cities, include WHEC Rochester, WENY Elmira, WHDL Olean, N. Y. (minority), WTHT Hartford, WDAN Danville, Ill., and WABY Albany.

AT&T Dividend

FIRST stock dividend ever paid to a group of stockholders numbering one million has been announced by AT&T. The company, which gained its millionth stockholder on May 15, declared a quarterly dividend of $2.25 per share, payable July 16 to stockholders of record June 15. It will be the 121st consecutive quarterly dividend at the $2.25 rate.

PIX CLICK

in Cumberland, Maryland

Maryland Theatre Advertising on WCUM Reverses Trend of Local Movie Going

Back in 1948, when WCUM started operating in Cumberland, the Maryland Theatre, local movie house, faced a nation-wide slump in attendance. They began sponsoring programs on WCUM at once. Here's what they say about the results:

"We are pleased to advise you that WCUM has been instrumental in helping us maintain a steady volume of business despite a nation-wide drop in movie attendance.

"WCUM's aggressive promotion and merchandising has been instrumental in bringing in people from all parts of Western Maryland.

"We unhesitatingly recommend WCUM to any sponsor who is desirous of capturing the market in Western Maryland".

How do you like that for action? All kinds of merchants in Cumberland get this kind of fast, profitable results from advertising on WCUM. You can too. Call in your Meeker man and let him give you the whole exciting story about WCUM and its dominant position in the tri-state area.

CUMBERLAND, MD.

1490 on your dial

FM 102.9 MC

A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM)

The Joseph Katz Co., Advertising: 1951

AGAIN

THE NATION'S MOST HONORED

For the second time in four years, Chicago's WBBM has won the coveted George Foster Peabody Award for "conspicuous service in radio broadcasting."

Thus, WBBM has the unique distinction of being the only station ever to win more than once Radio's highest recognition for the performance of "outstanding public service" to the community.

"Chicago's Showmanship Station" also has won First Award (Classification II) from the Institute for Education by Radio-Television of Ohio State University for programming "dealing with personal and social problems."

Both awards were made for WBBM's socially-significant documentary series, THE QUIET ANSWER, which probed into interracial relations in Chicago.

This series was created and produced by the same WBBM Showmanship which was responsible for 1947's Peabody Award winner, REPORT UNCENSORED—the same WBBM Showmanship which for a quarter of a century has made WBBM known throughout the industry as *the nation's most honored station.*

ALWAYS

CHICAGO'S MOST SPONSORED

Last year—for the 25th consecutive year—the nation's leading advertisers placed more advertising on WBBM than on *any other* Chicago radio station. And with good reason. They know that the same Showmanship which has made WBBM the nation's most honored station makes WBBM Chicago's most sales-effective station.

. . . Showmanship that has won for WBBM a 1950 average Pulse rating higher than the ratings of the second and third Chicago radio stations *combined*.

. . . Showmanship that has won for WBBM these awards for "outstanding achievement in advertising" in the 1951 Chicago Federated Advertising Club Awards Competition:

Best local Chicago radio program—PATRICK O'RILEY SHOW

Best Chicago-originated network radio program—CLOUD NINE

(plus a special feature program award to THE QUIET ANSWER)

Whether moving people to social action or moving them to buy your product, you'll find the station for the job is *the nation's most honored station—Chicago's most sponsored station . . .*

WBBM *50,000 watts*

Chicago's Showmanship Station

Represented by Radio Sales

Columbia Owned

editorial

ABC Emerges Merged

MERGING of ABC and United Paramount (assuming FCC approval) will be observed with avid interest in motion picture as well as broadcast circles.

Under the transaction, continuity of ABC policy direction, both in AM and TV, is assured. United Paramount itself is no neophyte in TV station operation. It has been the licensee, through its subsidiary, Balaban & Katz, of WBKB (TV) Chicago since 1943. WBKB, incidentally, goes to CBS in the transaction at a record $6,000,000 figure.

United Paramount is a theatre operating company. It has no talent resources. But it does have show-business know-how. And the merger will provide working capital for ABC which has not been abundant under the control of Edward J. Noble. Now foreseen is rigorous competition with the more formidable networks, CBS and NBC.

The venture of motion picture capital into radio isn't new. Paramount Pictures, when it included the exhibition houses prior to 1949, owned about a half interest in CBS, reselling it to William S. Paley and other CBS stockholders in 1932. Paramount today owns 29% of DuMont. Radio-Keith-Orpheum was under the RCA tent for a decade but was subsequently sold. These projects envisaged radio and/or television competition with the box-office.

We have no doubt the FCC, in public hearing will seek to ascertain whether the ABC-Paramount Theater fusion would foster competion. It will want to know whether there will be any changes in operating policies.

Also confronting the Commission is the whole question of public policy stemming from the motion picture consent decree, which forced the divorcement of production companies from exhibition houses. The question, succinctly, is whether the joint ownership of TV stations and either movie production or exhibition interests tends toward a monopoly in public opinion.

These things the FCC is duty-bound to explore. The Commission should not, however, look querulously upon this merger simply because a theater chain is involved, any more than it should discriminate against newspaper ownership in radio or television.

Trouble Enough

AT THIS stage of the TV game, just about the most serious threat to healthy development of the art would be the attempt to tie-up the proposed allocations by litigation.

There is serious question concerning the legality of the FCC's "fixed allocations" plan. Some practicing attorneys, however, who feel the procedure could be enjoined, are disposed not to question their legality in the hope of expediting proceedings and thus bringing to an end the freeze that has existed since 1948.

There is a way open. That course would be for the FCC to abandon its fixed plan as a part of its Rules and Regulations. This also could well dispose of the explosive educational reservation problem, since the whole project then would become purely tentative and advisory. Then, we're told, it would not be vulnerable to legal attack.

We hope the FCC will adopt such a course. Its effort must be to get the TV show on the road—on a nationwide competitive basis—as swiftly as possible. There's trouble enough ahead, what with the National Production Authority's semi-freeze on equipment, and the burden of city-by-city competitive hearings.

Expansion & Contraction

THE CURRENT CRISIS in broadcasting is the beginning of a shake-down process that is inevitable in the destiny of any industry that expands at such a frantic rate as radio has grown since 1945.

A lot of people are saying that the present condition was caused by television. That is not entirely so. It began soon after V-J Day when such a great number of applicants began clamoring for radio stations that the FCC all but abandoned its engineering standards and dealt out licenses willy-nilly. There were 943 AM and FM stations in 1945. Today there are 3,000.

This fantastic expansion exceeded not only the capacity of the radio spectrum but also the advertising economy's absorption power. We venture to say that there is an accidental but very real similarity between the number of stations that the spectrum can properly accommodate and the number that U. S. advertising can support.

So if the FCC had adhered to proper engineering standards, we probably would not have an economic crisis of such proportions as confronts the business now. It did not, however, and as a result the country today is dotted with "zombie" stations which keep alive by last-gasp resorts such as P.I.'s and other legerdemain that do the industry no good.

Radio was suffering from over-expansion when television came along. The impact of television, however, would not have been so acute if TV had been allowed to grow normally. The moment the FCC freeze was imposed, an impossible condition was created for radio. In contradistinction to the over-abundance of radio came the economy of scarcity for TV.

The psychological effect on advertisers was overwhelming. The very fact that TV is scarce and hard to buy makes it irresistable to the covetous advertiser.

The best thing that could happen to radio now would be a lifting of the television freeze, which would redirect some attention from the present television *vs.* radio competition to a new television *vs.* television state of mind, and would create a national television service that would be more comparable to radio as it now exists.

When advertisers begin to think about shelling out the vast sums that will be necessary to buy truly national TV campaigns, they are apt to begin thinking again about radio.

No matter when the freeze is lifted, radio faces—is actually in—a competitive condition more severe than ever existed. There are bound to be casualties. The inexorable process of eliminating waste, duplication and inefficiency has begun.

Something of an analogy to the situation confronting radio can be found in the recent history of newspapers. There are half as many daily newspapers as radio stations today. The newspaper world for the past several years has been full of mergers—and bankruptcies.

A major city that had five newspapers before the war has two today. It has 14 broadcast stations (AM, FM, TV). Can all survive? Did the five newspapers survive?

The rates of those five pre-war newspapers combined were higher than the total rates of the two that remain today. But individually the two survivors today get double the rate they charged when there were three others whacking up the advertising expenditure too.

When the difficult and painful settling process is completed in radio, there will be fewer stations. But those that are left will constitute a strong and lasting medium, competing with television, to be sure, just as it competes with newspapers and magazines, but destined to retain a respectable position in the advertising family.

our respects to:

HARBEN WINFIELD DANIEL

HARBEN DANIEL, president and principal stockholder of WSAV Inc., which operates WSAV-AM-FM Savannah, this year is observing his 20th year in commercial radio.

Radio's major developments are embraced within this span and an association of that duration is a score of which he is proud.

For the sake of accuracy, however, the adjective, commercial, would have to be emphasized. Actually, it might be said that the 44-year-old executive has been actively interested in radio and the broad field of electronics practically all his life.

Mr. Daniel's father, Dr. John Daniel, is a physicist of international renown. The elder Daniel, now professor emeritus, was for many years head of the physics department at Vanderbilt U. He designed and installed the first electric dynamo at the university before commercial lighting. And it was he who discovered the depilatory and burning effect of X-ray.

While it is not true that Mr. Daniel was born with a silver radio in his mouth, it is true that phrases such as electro-dynamics were household words with him just as home run and touchdown are in many other homes.

Growing up on the Vanderbilt campus in such an atmosphere, young Harben at the fledgling age of 15 was able to build his first radio receiver.

The story of Mr. Daniel's career, however, must be told from the operational and advertising aspects of radio rather than from the technical side.

On Aug. 6, 1906, Harben was born in Nashville, and was given the middle name of Winfield, his mother's family name.

After his campus boyhood, he was graduated from Columbia Military Academy. Then he entered Vanderbilt. Originally in the school of engineering, he transferred to an academic course and later attended Watkins Institute for a course in business administration.

It was at Vanderbilt that he had his first brush with advertising. This entailed promoting the first advertising that cigarette lighters used in that section.

His first job was as a financial reporter for the Bradstreet Co., after which he worked for his brothers in the automobile business.

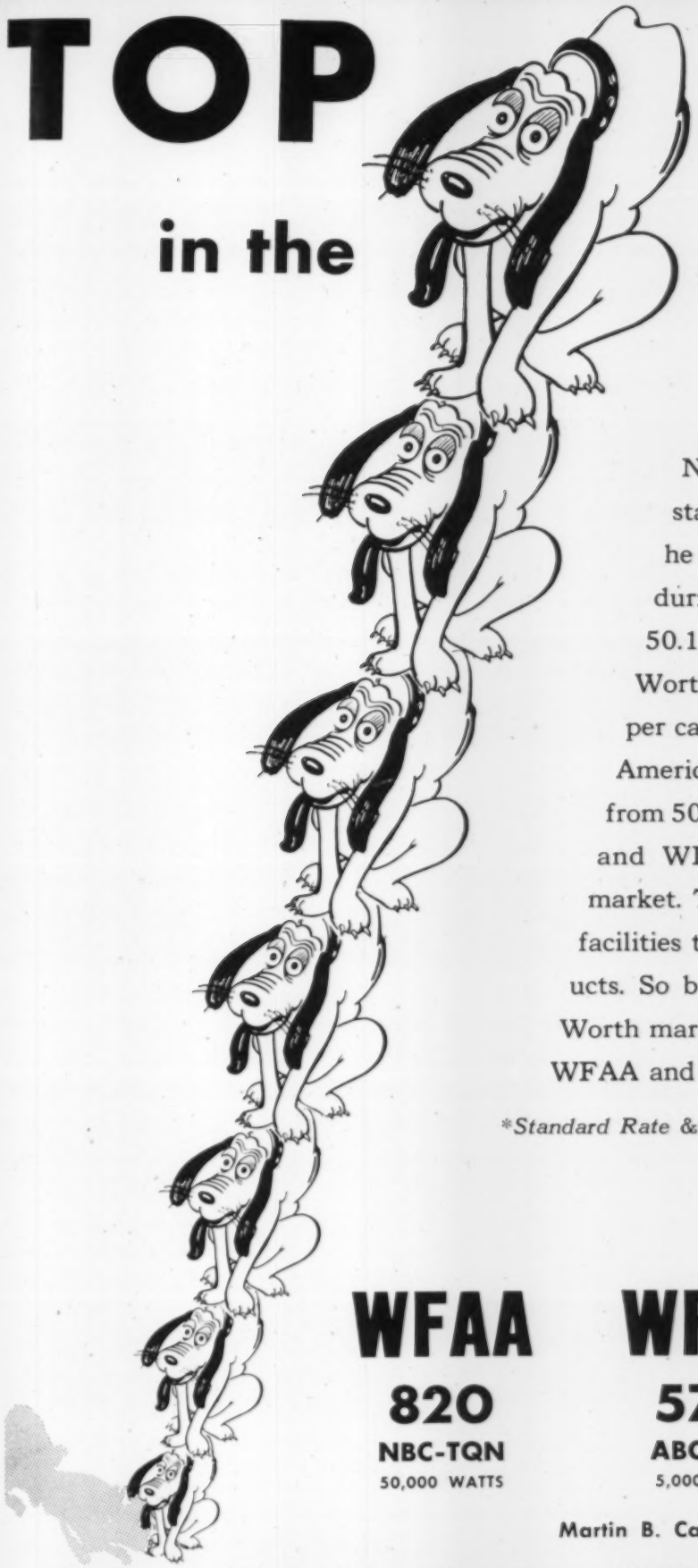
All during this time he studied advertising and, not surprisingly, decided that radio was destined to become the primary medium.

So, in 1931, he went in to see Harry Stone, an older, wiser head, then at WSM Nashville. Mr. Stone is now at KPHO-AM-TV Phoenix.

Mr. Daniel's purpose was to convince Mr.

(Continued on page 84)

TOP DOG in the MAJOR MARKETS



Nothing puny about this fellow, the station or the Dallas-Ft. Worth market he reaches. Population increase here during the past 10 years was a booming 50.1%. And retail sales in the Dallas-Fort Worth area in 1949 amounted to $1,464 per capita. That's *number one* among 19 of America's major markets with populations from 500,000 to 1,000,000 and over.* WFAA and WFAA-TV know how to reach this market. They have the talent, experience and facilities to ring up sales of the sponsors' products. So buy the "top dog"... the Dallas-Fort Worth market and get proven performance with WFAA and WFAA-TV.

**Standard Rate & Data 1950-51 Consumer Markets.*

WFAA
820
NBC-TQN
50,000 WATTS

WFAA
570
ABC-TQN
5,000 WATTS

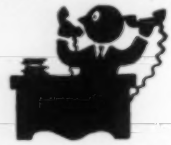
WFAA-TV
CHANNEL 8
NBC, ABC, DU MONT

Martin B. Campbell, General Manager

Radio and Television Services of THE DALLAS MORNING NEWS

EDWARD PETRY & COMPANY, INC., National Representatives

front office



W. N. McKINNEY, president Radio Enterprises Inc., El Dorado, Ark., (KELD El Dorado), assumes duties as general manager • KELD.

ALVIN FLANAGAN, program director KFMB-TV San Diego, appointed vice president in charge of programs.

BOB FLEMING, KID Idaho Falls, Idaho, to KFDW Helena, Mont., as general manager. He replaces **RAD MAXEY**, resigned to open advertising agency.

WINSTON S. DUSTIN, vice president in charge of sales of the Noe Stations (WNOE New Orleans, KNOE Monroe), has been granted several weeks leave of absence to complete a voluntary tour of duty as executive secretary of the Cordell Hull Foundation for International Education [FRONT OFFICE, May 14].

BOYD A. RIPPEY to sales staff of Katz Agency, L. A., effective June 4. Mr. Rippey was partner in Harrington & Rippey Adv., S. F., and prior to that sales promotion manager KFRC San Francisco.

ROLAND VAILE, manager KCMJ Palm Springs, Calif., to KVVC Ventura, in similar capacity, replacing **LARRY NICHOLSON**, resigned.

ANDY A. McDERMOTT, sales manager H. N. Stovin & Co., Toronto, station representation firm, resigns on June 15 to become general manager Radio & Television Sales Inc., Toronto, new station representation firm with offices at 10 Adelaide St. E., Toronto. New company will start with representation of CKVL Verdun and French Radio Associates Ltd., Montreal. **JACK TEITOLMAN**, president of CKVL, is president Radio & Television Sales Inc.

RICHARD F. FAULKNER, Remco Inc., Chicago, to sales staff WMAQ Chicago. He is former production manager at CBS Chicago.

"Always Buy Chesterfield"—and Chesterfield always buys KFYR—have indicated their faith in KFYR coverage with over 12 years continuous advertising. Ask any John Blair man for complete KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

Col. ROBERT R. McCORMICK has been re-elected president of Tribune Co., which owns WGN-AM-TV Chicago.

JOSEPH HERSHEY McGILLVRA, N. Y., appointed national representative for KBOE Oskaloosa, Iowa.

CHARLES EDWARD BELL, production manager WBTV(TV) Charlotte, appointed director of television for WBTV.

Mr. Bell

DAVID O'SHEA national sales manager WMIE Miami, appointed salesman in TV Dept. Weed & Co., N. Y.

RUBE POLEN to sales staff of WJMO Cleveland.

ANTHONY J. (Tony) KOELKER, account executive Central Div. ABC Chicago, to KMA Shenandoah, Iowa, as assistant station manager.

HIL F. BEST appointed exclusive national representative for WFRO Fremont, Ohio.

WNLK Norwalk, Conn., appoints **WILLIAM G. RAMBEAU Co.**, N. Y., as its national representative, the station announced last week. Purchased March 21 by **DAVID W. JEFFRIES** of Washington, D. C.; **MICHAEL J. CUNEEN** of Bradford, Pa.; **JOSEPH V. LENTINI** of Buffalo, N. Y.; and group of Norwalk business men, together constituting the Norwalk Broadcasting Co., Inc., the station operates full-time with 500 w on 1350 kc.

FRANK PORTER, hillbilly disc jockey, named to sales staff WXGI Richmond.

GARLAND P. BAKER, noted West Virginia advertising, promotion and public relations specialist, appointed TV account executive WSAZ-TV Huntington. Mr. Baker is also founder and director of Baker Institute of Advertising.

WILLIAM J. HOOPER appointed commercial representative WCAU Philadelphia. He was with WWIN and WITH Baltimore.

FAY LEWIS, research department BBDO, San Francisco, appointed secretary-assistant to **RALPH W. NIMMONS**, manager WFAA-TV Dallas.

JIM CAREY, KMAE McKinney, Tex., to sales department WFAA Dallas.

JACK ZACHARY, graduate California Institute of Radio & Television, Hollywood, to KSPA Santa Paula, Calif., on sales staff.

FORJOE & Co., N. Y., appointed exclusive national representative KOL Seattle, WARL Arlington and WHEE Boston.

JAMES AUBREY, sales staff KTSL(TV) Hollywood, to KTTV(TV) Hollywood, in similar capacity.

Personals . . .

IRVING E. ROGERS, president WLAW Lawrence, Mass., and publisher Lawrence *Eagle-Tribune*, presented scroll by the National Foundation for Infantile Paralysis for the ". . . unprecedented record he established with his radio and press support of the 1951 polio campaign in Greater Lawrence and New England." . . . **RALPH J. SHADE**, account executive WTMA Charleston, father of boy, Harry, May 17. . . . **Col. MITCHELL WOLFSON**, president, and **LEE RUWITCH**, vice president and general manager WTVJ(TV) Miami, in New York conferring with network officials on trends and problems of TV industry.

FRANK P. SCHREIBER, manager WGN Chicago, was member of civic committee which planned observance of Armed Forces Day in Chicago last Saturday. . . . **BEN S. McCLASHAN**, owner KGFJ Hollywood, and Kae Norden, film writer secretary, married at Boulder City, Nev., April 21. . . . **RICHARD A. MOORE**, acting manager ABC Western Div., father of girl, Kate, May 16. . . . **RUSS BAER**, general manager CHEX Peterborough, Ont., named vice president Peterborough Sales & Advertising Club. . . . **GORDON LOVE**, president CFCN Calgary, Alta., and director of Canadian Assn. of Broadcasters, seriously ill with appendectomy.

FRED NAHAS, executive vice president and general manager KXYZ Houston, addressed special meeting of Houston City Council PTA. Mr. Nahas outlined the important part radio is playing in developing children.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 15, 1951

To the PRESS and RADIO:

Subject: WEIGHT, DISTANCE, AND ECONOMY

America, with its immense production and its vast spaces, requires transportation service which can move great tonnages long distances, and do it with economy of materials, manpower and money.

That means railroads.

Railroads perform intercity transportation, hauling the tons of freight they carry an average distance of more than 400 miles. That is something to bear in mind when you hear that motor trucks carry more tons of freight than railroads. If by "trucks" is meant not only the half million or so trucks engaged in heavy intercity haulage, but also the nearly eight million other motor vehicles on farms and in local service; and if tons moved locally, perhaps for only a few blocks across town, are counted the same as a ton moved three thousand miles across the continent, then such a statement might be true.

But when it comes to intercity movement of freight, Interstate Commerce Commission figures show that in 1949--the latest year for which such figures are available for all forms of transportation--railroads moved nearly six times as many ton-miles as motor trucks, including those privately operated as well as contract and common carriers.

The greater effectiveness with which materials and manpower are utilized in hauling freight in trains of cars on tracks rather than in individually operated vehicles on highways, is reflected in the fact that the average revenue of the railroads for hauling a ton one mile was only one and one-third cents, or only about one-fourth as much as the average revenue per ton-mile received by common carrier trucks reporting to the Interstate Commerce Commission.

For the kind of hauling job which America requires--in peace and even more in war--there is no substitute for railroads.

Sincerely yours,

William T. Faricy

ILLINOIS broadcasters and Broadcast Music Inc. staffers attending the BMI program clinic in Springfield May 15 [BROADCASTING • TELECASTING, May 21] included (l to r) Bill Holm, general manager, WLPO LaSalle; F. (Bud) Mitchell, program director, WJR Detroit; Harold Safford, program manager, WLS Chicago; Charles Caley, vice president and general manager, WMBD Peoria; Ray Livesay, president, Illinois Broadcasters Assn. and WLBH Mattoon; Robert Burton, vice president, BMI; John Outler, general manager, WSB Atlanta; M. C. Elliott, general manager, Illinois State Fair; Glenn Dolberg, BMI station relations director, and Burt Squire, BMI Chicago.

REPLICA of the original copy of the "Star Spangled Banner" is displayed by Carl Haverlin (r), president of Broadcast Music Inc., to Ben Laird (l), manager of WDUZ Green Bay and president of the Wisconsin Broadcasters Assn., and Milwaukee's Mayor Frank Zeidler. The meeting took place at the day-long BMI program clinic conducted in cooperation with the broadcasters' group in Milwaukee's Plantation Hotel.

HUB RADIO AUDIENCE

Greater Than 'Before TV,' WCOP Claims

RADIO in Boston has more listeners today, in 109 out of 125 weekly program hours, than it had before television arrived.

This finding was reported last week by WCOP Boston, based on a survey employing the last Pulse report before television reached Boston (March-April 1948) and the current March-April report.

The increase was proclaimed by WCOP as "positive proof that radio is still the most potent advertising medium in Boston."

Total radio homes in the five-county Greater Boston area increased from 756,360 to 839,110 during the three-year period, simultaneously with the introduction and development of television. Boston now has two TV stations: WBZ-TV and WNAC-TV.

Results of the radio-listening analysis were distributed by WCOP General Manager Craig Lawrence to some 200 Boston area advertisers and agencies.

The study pointed out that, compared to 1948, radio has fewer listeners only during the 8-10 p.m. time segments Monday through Saturday, and from 7 to 11 p.m. Sunday. In other time periods the radio audience was substantially greater than before TV.

Increases in radio homes between 11 p.m. and midnight ranged as high as about 83%.

WCOP's letters to advertisers and agencies pointed out that because of the increase in total radio homes, the percentage figures on sets-in-use often do not tell a complete story. In many cases where percentage figures are lower now than in 1948, it was pointed out, the number of sets-in-use is substantially higher than three years ago.

Covering the five-county Boston area, the report showed that the average quarter-hour sets-in-use figure for the period 6 a.m. to noon on Monday through Friday had increased from 138,414 to 194,674 since the advent of television; on Saturday, it gained from 127,068 to 161,948, and on Sunday from 108,159 to 119,154.

Between noon and 6 p.m. the average had risen from 184,552 to 213,973 for Monday through Friday; from 167,156 to 199,708 on Saturday, and from 180,013 to 183,765 on Sunday.

Between 6 p.m. and midnight, the average had grown from 210,268 to 210,617 for Monday through Friday, but declined from 217,075 to 200,547 on Saturday, and from 251,868 to 196,352 on Sunday.

WCOP's tables do not reflect out-of-home listening, which the report said would add 12% to the in-home figures.

Hourly comparisons of evening radio homes, March-April 1951 vs. March-April 1948, are as follows (average quarter-hour sets-in-use):

Time Period	1948	1951
Mon.-Fri. 6-7 p.m.	185,308	230,755
Mon.-Fri. 7-8 p.m.	222,369	224,881
Mon.-Fri. 8-9 p.m.	302,544	251,733
Mon.-Fri. 9-10 p.m.	297,249	251,733
Mon.-Fri. 10-11 p.m.	195,142	196,332
Mon.-Fri. 11-12 midnight	58,996	108,345
Saturday 6-7 p.m.	165,643	191,317
Saturday 7-8 p.m.	188,334	219,008
Saturday 8-9 p.m.	353,220	230,755
Saturday 9-10 p.m.	320,697	229,916
Saturday 10-11 p.m.	201,948	210,617
Saturday 11-12 midnight	71,098	121,671
Sunday 6-7 p.m.	218,588	229,877
Sunday 7-8 p.m.	348,682	237,468
Sunday 8-9 p.m.	375,911	234,112
Sunday 9-10 p.m.	298,006	214,812
Sunday 10-11 p.m.	209,512	174,535
Sunday 11-12 midnight	62,778	87,367

WMCA New York awarded special citation by New York School Superintendent Dr. William Jansen on behalf of United Parents Associations. Station carried series on driving.

BASEBALL'S ON...

HERE'S YOUR BUY!

"The Yanks are coming" over WINS right now—every day, at home and away.
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost!
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS
50KW New York

CROSLEY BROADCASTING CORPORATION

INDIANA radio men attending the Broadcast Music Inc. program clinic in Indianapolis [BROADCASTING • TELECASTING, May 21] included (l to r) Don Park, WIRE Indianapolis, president of the Indiana Broadcasters Assn., co-sponsor of the conference; Sam Dodd, WOAV Vincennes; Frank Parrish, WIRE; Joe M. Higgins, WTHI Terre Haute, and Robert B. McConnell of WISH Indianapolis and the McConnell stations.

Biggest Outdoor Sport

Comes summer. And when it's warm outside, people leave home, by the millions. They head for the Great Outdoors—by the millions.

To reach these out-of-home multitudes, wise advertisers hit the road with billboards and transit ads, fill the air with sky-writing and blimps—$126,000,000 worth, last year. And they're so right. But at best, these dollars buy only quick impressions.

Not so with radio, truly an *outdoor* medium, and one of the biggest. You *can* take it with you—and people do, by the millions. Radio's in the car, at the beach, in the cabin, on the porch, on the boat. Radio's everywhere. It's *the biggest single outdoor sport*, played for hours on end.

If you want sustained impact in pursuing these millions with your message, consider: In the country's biggest market, for example, total average audience, including at-home and out-of-home listening, rises with the thermometer.* National retail sales are higher, too.

Add it up: it's logical to use summer radio. And, to help your sales mount with the mercury, it's mighty logical to use the Mighty Stations in the Mighty Markets—those represented by NBC Spot Sales.

WNBC	New York	**KOA**	Denver
WMAQ	Chicago	**KNBC**	San Francisco
WTAM	Cleveland	**WGY**	Schenectady-Albany-Troy
WRC	Washington		

NBC Spot Sales

New York Chicago Cleveland San Francisco Hollywood

**Pulse of New York: Out-of-Home Listening, Feb. '51 and Aug. '49*

NARBA ARGUMENTS

Reject Pact, Craig Urges

"SACRIFICES which the United States is called upon to make are much too great in the proposed [NARBA] agreement," a spokesman for the clear channel stations has declared.

The blast against the pact, which provides for distribution of radio frequencies among North American nations, was authored by Edwin M. Craig in the current *Klein's Newsletter*, Chicago business publication. Rep. William Langer (R-N. D.) last Monday inserted the article in the *Congressional Record*.

Mr. Craig is president of the National Life & Accident Insurance Co., and board chairman of the subsidiary corporation, WSM Inc., which operates the 50 kw WSM Nashville.

Meanwhile, another publication, *Southern Farmer*, has come out in support of the NARBA and urged its farm readers to contact their Representatives and Senators on behalf of the agreement which has been in the Senate for ratification since February [BROADCASTING • TELECASTING, Feb. 12].

Mr. Craig's piece labeled the concessions to other countries as "extensive and wholly unnecessary" and pointed out that the National Grange last year termed the treaty a "gross injustice to the rural families of the United States."

All 24 Class 1-A clear channels in the U.S. are injured by specific assignment of nine such channels

★

in Cuba (6), Jamaica (2) and the Dominican Republic (1), he asserted. The article also scored "Cuba's new privilege to use all remaining U. S. 1-A channels due to her reservation on the 650-mile rule."

The 650-mile rule, executed in 1937, bars a nation from operating on the Class 1-A channel of another country at any point closer than 650-miles from the border of the latter country.

Among other points raised by Mr. Craig:

Havana, Cuba, gets 31 fulltime stations, and possibly more—far more than any other city in the world.

Mexico and Haiti are not signatories to the proposed NARBA.

Concessions to Cuba invite Mexican assignments to the detriment of all stations in the U. S.

Mr. Craig maintained that the proposed concessions to Cuba would "tie our hands" and place us in an "impossible position" to bargain with Mexico. Possible consequences, it was said, could be "outlandish demands" by Mexico or that nation dropping formality to "wildcat across the radio dial."

"The Senate should reject this proposed treaty and call upon the Dept. of State for one that is realistic," Mr. Craig asserted. He said that, pending this, a vehicle exists for settlement of interference difficulties with Cuba under Article 44 of the International Telecommunications Convention, which reads:

All stations, whatever their purpose, must be established and operated in such a manner as not to result in harmful interference to the radio services and communications of other members.

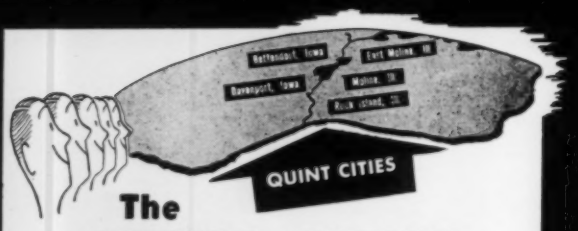
Cuban assignments since March 1949 are in violation of this, Mr. Craig declared.

In its opposite viewpoint, the *Southern Farmer* supported NARBA, terming it a "must" so that farm families in rural areas might have radio services without "annoying disturbances."

The *Farmer*, claiming a million readers, principally in southeastern states, pointed to the history of past agreements among North American governments, and said:

But the last of these agreements expired in March 1949. Since then Cuba —free from these international restrictions—has put a number of stations on channels that many farmers of this country depend on for their broadcasting service. As a result, American farmers are now getting a great deal of annoying interferences on their radio sets, particularly in the South and Southeast.

A new . . . NARBA . . . would eliminate or effectively reduce static and other interference received in the U.S. from Cuban stations.



The
QUINT CITIES

5 cities forming one great community the Hub of a Major Market

Here's what you buy with WOC . . .

The greatest concentration of population in the western Inner Corn Belt area . . . dozens of small towns surrounding the cities . . . a market in one of the richest agricultural regions in the world . . . a market famous for its heavy and light industries.

Basic NBC Affiliate

WOC ties this entire area together in one market package. Sell your products by using WOC. Get the facts from your nearest F & P office—or from WOC direct.

WOC
5,000 W 1420 Kc

B. J. Palmer, President
Ernest C. Sanders, Manager

WOC Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

DURR DISMISSED

By National Farmers Union

CLIFFORD J. DURR, one-time FCC Commissioner and most recently attorney for the National Farmers Union, Denver, is reported to have been "dismissed" by that organization.

According to the *Denver Post*, Mr. Durr has charged that the action was an outgrowth of a *Post* story Feb. 21 concerning activities of Mrs. Durr. Mr. Durr said that the newspaper indicated "by indirection and innuendo that one or the other of us are Communists." The article dealt with Mrs. Durr's affiliation with an Independent Action Committee which conducted a poll on bringing soldiers back from Korea and seeking peace with China.

It is understood that Mr. Durr, with his doctor's permission, will go to Washington for several weeks and then return to Alabama.

Amateur Rules Amended

FCC has amended Part 12 of its rules governing the Amateur Radio Service. The amendments were made in exact accordance with the notice of Proposed Rule Making announced March 21, in Docket 9920. Included among the amendments was the deletion of Section 12.24, relating to the scope of an amateur operator's authority, which provided that an amateur operator license is valid for the operation on frequencies above 450 mc of certain types of experimental radio station. Five other changes were made. All become effective June 30.

COWAN-WHITMORE

Must Stand Trial; 17 Counts

HAROLD COWAN and Ralph Whitmore, partners in a Hollywood advertising and mail order agency bearing their names, must stand trial on 17 counts of mail fraud which resulted from their pre-Christmas tree ornament "pitch deal" on radio, television and in newspapers.

Federal Judge Leon R. Yankwich so ruled last Monday in Los Angeles when he denied a motion for dismissal of the charges on grounds that exaggerated claims in advertising are "badges of fraud" even in cases where a victim could not recover money in a civil suit. Trial date is to be set later.

Accused of misrepresenting the quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted by a Federal Grand Jury in Los Angeles in March [BROADCASTING • TELECASTING, March 5], following extensive investigation by postal authorities and the U. S. Attorney's office.

Indictments stated that the advertising referred to the ornaments as "the most sensational Christmas tree ornament package of all time," whereas actually the ornaments, which sold for $1, were only cardboard cutouts, according to evidence.

They entered a not guilty plea to the charges [BROADCASTING • TELECASTING, March 28, 12]. Charles H. Carr, counsel for the defendants, later moved for dismissal of the charges and also asked for a bill of particulars [BROADCASTING • TELECASTING, April 2]. Judge Yankwich at that time took the motion under advisement. He gave the government (Office of U. S. Attorney) 10 days in which to file an answering brief.

C&W Claims

In seeking dismissal of the charges, Messrs. Cowan and Whitmore, through their counsel, declared the advertising claims made on radio and television were "merely the usual exaggerated trader's talk of puffing which is permissible when one sells goods to another."

Judge Yankwich, while conceding that such exaggeration may not be legally reprehensible in a civil case, held that the statements made were "badges of fraud" and the pair should go to trial.

In his opinion, Judge Yankwich said, "courts insist that, regardless of the value of what the victim received, fraud lies in the disparity between what he was promised and what he actually received."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

MAY 28, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

IT PAYS TO SPOT

What America Sees and Hears

Spot Television is the fastest growing advertising medium today for three very good reasons—

...the number of sets keeps increasing
...sets-in-use keep expanding, both day and night
...local TV programs keep improving.

These twelve stations are out in front in all these respects. In addition, their markets are among the most prosperous in the country. That's why advertising schedules on these Petry TV represented stations pay off many times over.

WSB-TV ....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV ..... .Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

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"Careers Calling," a weekly program telecast Thursdays at six-fifteen during which young citizens seek vocational guidance from leaders of business and industry. The program is presented under the auspices of the Vocational Guidance Department of the Wilmington, Delaware, Public Schools and the Chamber of Commerce.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the community it serves.

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MAY 28, 1951

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'PARTIAL' FREEZE LIFT?

FCC Action Expected Soon

FCC SOURCES last week indicated the Commission is vigorously proceeding with consideration of its original proposal for a "partial" lifting of the television freeze, announced concurrently with the further revised TV allocation plan [BROADCASTING • TELECASTING, March 26, et seq.].

Action on the partial freeze lift, seen slated for some modification over the earlier proposal, may be forthcoming within the next fortnight, or soon after the June 11 deadline for filing of replies to the initial comments of May 7 on the Commission's revised TV allocation.

Some action on the partial thaw is expected to be reported at least before commencement July 9 of the hearing on city-by-city allocation proposals.

It appears at present that the Commission will proceed to lift the freeze on grants of new VHF stations so far as the U. S. territories are concerned. Further, some relief is expected on improved facilities for existing VHF stations in certain areas.

There appears to be some doubt, however, on the question of the proposed lifting of the freeze on new station construction in the UHF. Some Commission sources have expressed the belief it will be impossible to lift the UHF freeze separately in the U. S. without seriously affecting the general allocation picture, since UHF and VHF have been so closely tied together in so many areas, particularly through the intermixture principle.

While this was the situation last week, other developments may ensue to require reconsideration of the proposal in other respects. The Commission staff still is studying the 700-some initial comments to the revised allocation plan to determine their effect on the partial freeze lifting proposal.

Some thought has been given to lifting of the freeze in the U. S. for VHF as well, in those areas where no comments or complaints have been filed. It's generally believed, however, that this would not be possible from an engineering standpoint if an efficient, long-range allocation plan is to be worked out.

Whether involving UHF or VHF, any "partial" freeze lift on new station grants in the U. S. would constitute a final allocation as far as the facilities involved are concerned. This would make FCC vulnerable to litigation.

The decision FCC must make in the next few weeks is: Whether to expedite TV development by making final allocations in uncontested areas, and risk court action possibly enjoining the entire allocation plan, or to hold off all new station action in the U. S. until it can work out the integrated plan.

First Reply Reported

What is believed to be the first reply in opposition to initial comment was reported last week for the City of Milwaukee. In a detailed brief, signed by Mayor Frank P. Zeidler, the city objected to request of WISN and WFOX there to remove VHF Channel 10 reservation and substitute UHF reservation.

Milwaukee cited its population of 630,000, its cultural and educational institutions and achievements and progress in use of audio-visual aids in the public schools, which have an annual budget of nearly $20 million.

The city explained "it is impossible at this time to carefully determine matters pertaining to budget, engineering and program operations," but said "a representative group of leading citizens in the community has been appointed for the purpose of studying and advising with respect to the whole subject of noncommercial, educational television, with particular emphasis in regard to the most advantageous use of such reserved channel."

Success of informational programs by city departments on WTMJ-TV there also was pointed out. "Thus Milwaukee now uses commercial television where it can," the petition said, "but this only emphasizes the need for a greater use of the medium on a permanent basis and under public control."

In Philadelphia, where the city and Chamber of Commerce are on record for addition of VHF Channel 12 as a commercial facility, the Board of Public Education is seeking a VHF channel for noncom-

(Continued on page 66)

TV TIMETABLE

CURRENT "expert guesses" on prospective steps in final phases of FCC's TV reallocation proceeding and overall lifting of the freeze on new construction, imposed since Sept. 30, 1948, are as follows:

Today (May 28) or June 4—Color ruling expected from U. S. Supreme Court. How it may alter TV status is open question.

June 11—Deadline set by FCC for replies and counter-proposals to initial comments filed May 7 on revised allocation plan.

Mid-June—Possible target date for further report and/or action on FCC's proposed "partial" lifting of freeze.

July 9—Commencement in Washington of final hearing on city-by-city allocation proposals. Predictions on length of hearing range from two to nine months.

Mid-September (or mid-April 1952 if nine-month hearing)—Completion of hearing. FCC begins work on final report.

Mid-November (or mid-June 1952)—Report on final allocation. Announcement of target date on lifting freeze and two-month period to receive new applications.

Mid-January 1952 (or mid-August 1952)—Overall lifting of freeze. Commencement of processing of applications, issuing non-hearing grants, scheduling of comparative hearings.

CBS-HYTRON

Deal Set for Completion By June 15

CBS's acquisition of Hytron Radio & Electronics Corp. and consequent entry into the radio and television manufacturing field [BROADCASTING • TELECASTING, April 16] is slated to be consummated June 15, if stockholders of the respective companies approve the deal in meetings to be held June 13.

The transaction, involving an exchange of stock equivalent to approximately a $20 million deal, has been approved by the boards of directors of both companies.

The CBS management is asking its stockholders to authorize issuance of 310,775 additional shares each of Class A and Class B stock, to be used in the exchange. Hytron stockholders would receive 31 shares of CBS $2.50 par stock for each 100 shares of Hytron $1 par common stock.

CBS would thus acquire Hytron, one of the oldest radio and television tube manufacturers in the U. S., and its subsidiaries, including Air-King Products Co., radio and television set manufacturer. Significantly, in view of other manufacturers' reluctance to build CBS-type color TV sets, CBS and Hytron officials have pointed out that Hytron, with its subsidiaries, "is more fully integrated than most other units in the industry," being in a position to turn out tubes, sets and cabinets in addition to having facilities for stamping and plating chassis.

The "Columbia" name will be given to radio and TV sets and phonographs manufactured by Air-King, under present plans.

Hytron Management

Direction of Hytron would remain in its present hands, and Hytron Chairman Lloyd Coffin and President Bruce Coffin, along with Air-King President David H. Cogan, would become CBS board members. Each of the three would receive $50,000 annually, with additional compensation up to $50,000 depending upon net income from Hytron and its subsidiaries.

Another Hytron executive, as yet unnamed, also would be named to the CBS board.

CBS stock outstanding as of May 7 was 958,428 shares of Class A and 758,924 of Class B. The CBS stock which Hytron stockholders would receive in exchange for their Hytron shares would be divided equally between Class A and Class B.

In response to a CBS query, FCC last Wednesday advised that the proposed acquisition "did not appear" to affect transfer of Columbia control, as a stations licensee. Accordingly, it was held that Commission consent was not required.

FCC emphasized that this opinion was based on ownership information on file with the Commission and on the statement of control in the CBS letter of query. It was further said that the opinion "should not be construed as passing upon any effect upon CBS control which might flow from the failure of Messrs. [William] Paley, [Frank] Stanton and [Ralph F.] Colin, individually or collectively, to continue the voting control exercised by them at the last three annual stockholders' meetings."

Saying that the proposed deal probably does not raise any question of citizenship requirements under Sec. 310 (a), FCC did request that CBS file a full report on this subject when Hytron stockholders submit their shares for exchange for CBS stock.

WFAA-TV Marks First Year As Outlet Of 'Dallas News'

SOUTHWEST oil men and cowpunchers will tell you that there is a lot of Texan "know-how" in their special skills. Radio-TV people are equally cognizant of the finesse in the communications art in that expanse of country.

To be specific, there is Dallas, which combined with Fort Worth, forms a formidable market area. WFAA-TV Dallas, serving the two-city area, celebrated May 21 as its first year of operation under the direction of the A. H. Belo Corp., owner of *The Dallas Morning News*.

WFAA-TV credits its expanding operation to broadcast "knowmanship," as it coins it, which it built up over a period of nearly 30 years in the business of sound broadcasting.

The owners of WFAA got into the visual art when A. H. Belo purchased KBTV (TV) on Dec. 31, 1949, subject to FCC approval, from Tom Potter, Dallas oil man who had built the station. The purchase was approved and the deal consummated in the spring of 1950.

At that time, KBTV was programming 24 hours per week, with three quarter-hours sponsored. Twenty-seven commercial spots were scheduled.

Exactly one year later, the station has 68 hours of programs per week—an increase of 183%. There now are 35 sponsored program hours. There are also 176 commercial spots on the air.

Population increase in the station's coverage area during the past 10 years "was a booming 50.1%," according to WFAA-TV. And retail sales in the Dallas-Ft. Worth markets also have shot up.

According to WFAA-TV estimates there are 1.5 million people in its coverage area. The station also quotes *Standard Rate and Data Service* figures and 1950-51 *Consumer Markets* to point out retail sales of $1,464 per capita and a first-place among 19 major markets in the 500,000 to 1 million population category.

Set Study Shows Dallas 61.8% of Total

A TV set study by the station tabulated 115,717 total sets in the Dallas-Fort Worth area, with Dallas having 61.8% of the total.

Opening day for the station under the WFAA call letters brought promotion personified, and in the spirit of the broadcast business. Coming with WFAA-TV's debut was the yearly banquet being held for the Belo Corp.'s employes. Because of the growing number of employes, it was decided to hold the banquet at the huge Automobile Bldg., the largest on Dallas' State Fair grounds.

For "knowmanship," WFAA turned out its full roster of radio stars to perform on stage for a simulcast. After a feature film was shown, cameras and technical equipment were whisked back to the studios, located 15 miles distant, to take televiewers on a camera-eyed tour of facilities.

But that was merely a lick at the frosting. WFAA-TV has a longthumb list of special events, program hits and commercial acumen that it compiled during its year's operation under those call letters.

Here are some of them:

Special events category telecasts included the Dallas Charity Horse Show in May; opening of the State Fair Starlight Operettas in June; Secretary of State Dean Acheson's foreign policy speech in June (claimed exclusive); rodeos in June; the 1950 National Model Airplane Championship in July, and State Fair of Texas in October.

In the sports field telecasts have included top college football, the Cotton Bowl game New Years Day 1951, the National Women's Amateur Athletic Union's Basketball Tournament in January, and the U. S. Amateur Badminton Championship in March.

In addition were a special series of "sightseeing" telecasts in which the camera roved about the city taking in an aircraft manufacturing plant, a look at a newly developed Navy jet fighter plane, the city's aquarium, jail, and airport. For public service, the station chalked up its share of fund appeals and public campaigns.

A highlight program is *Webster Webfoot*, sponsored by Sanger Bros. department store 30 minutes across the board. Of this show, Chris Kelley, director of Sanger's public relations, wrote:

"If almost 15,000 registered club members to date at the headquarters in our boys department; double sales in Johnston Originals (little girls and boys dresses and suits), Poll Parrott and Proper Bilt Shoes; plus the sale of 110 dozen Webster Webfoot hats in the first 11 days are any indications of merchandising, then Jimmy Weldon and *Webster Webfoot* are a success by any measuring stick. . . .

Personal Appearances During December

"His personal appearances at over 39 different schools, hospitals and churches during the month of December alone attest to his popularity but more important that human quality in giving of his time and talents to bring sunshine to others. . . ."

Another local department store, Titche-Goettinger Co., backs a full hour shopping matinee every Thursday at 2 p.m.

Earl Hayes Chevrolet Co., dur-

(Continued on page 74)

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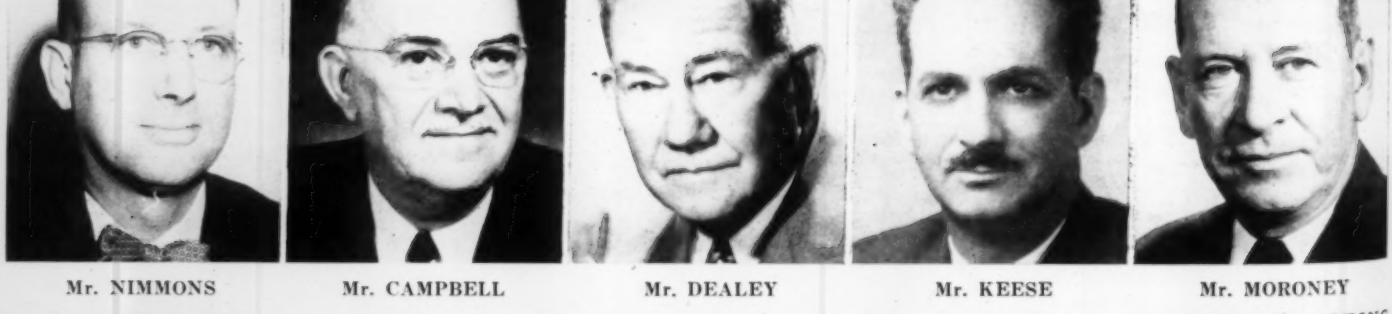


Mr. NIMMONS Mr. CAMPBELL Mr. DEALEY Mr. KEESE Mr. MORONEY

CCIR AGENDA

To Study Common Line-Scan Pact

U. S. telecommunication authorities and industry representatives were priming last week for the sixth plenary assembly of the International Radio Consultative Committee (CCIR), which commences in Geneva June 5, to explore weighty technical issues.

High on the agenda are study group recommendations touching on various facets of international broadcasting and urging adoption of a worldwide agreement for compatibility of a common television line-scan frequency for the U. S. and various foreign countries.

Heading the U. S. delegation, which was slated to sail for Europe this past weekend, is Harvey Otterman, associate chief, Telecommunications Service, State Dept., who is chairman. George Turner, chief of FCC's Field Engineering & Monitoring Div., and Newburn Smith, National Bureau of Standards, will serve as vice-chairman of the 20-man entourage which also includes Neal McNaughten, NARTB engineering director and international chairman of the broadcasting task force (Study group 10).

Many Considerations

At stake, aside from the proposed common TV line-scan pact which already has U. S. support, are a number of recommendations covering high frequency broadcasting antenna systems, single side bands applicable to all frequencies (low, medium, high), standardization of recordings among all countries and a host of other engineering topics.

Frequency allocations are not involved in the forthcoming conference, which will convene to consider proposals evolved by 13 study groups over a long period.

Inherent in the Geneva conference is the State Dept. hope for consummation of an international agreement which would achieve compatibility between the 525-line, 30-frame system of the U. S. and the 625-line, 25-frame standard favored by most European nations.

American authorities hope to bring into line seven European countries — Belgium, Italy, Denmark, Netherlands, Austria, Sweden and Switzerland—all of which have indicated intent to adopt a 7-mc bandwidth with the 625-line system. On the U. S. side are Canada, Mexico, Cuba and—according to best sources—the Soviet union.

U. S. authorities have stressed that standardization of TV line and frame rates would involve "only very minor" adjustments of existing equipment. Proposal is that 17,000 be established as a common denominator compared to 17,500 under the U. S. system.

A third proposal embraces utilization of the 819-line system, in which the USSR and Belgium reportedly have experimented. France has adopted the 819 method by Presidential proclamation.

Italy, a Marshall Plan recipient of U. S. TV equipment, originally backed the 625-line system, but has since purchased equipment from the United Kingdom and has been experimenting with 525 lines.

These factors will be incorporated in the report to be submitted by CCIR Study Group 11 during the Geneva session.

Delegates

Other members of the delegation are:

Edward W. Allen, chief, Technical Research Div. and William F. Minners, electronics engineer, Marine Div., FCC; Dana Bailey, William Crichlow and William D. George, National Bureau of Standards; Warren B. Burgess, National Research Lab (U.S. Navy Dept.); Edward Bemis, American Telephone & Telegraph Co.; John B. Coleman, J. H. Dillinger and Cornelius G. Mayer, RCA; Donald G. Fink, McGraw-Hill Publications (*Electronics* magazine); Maj. Earl T. Holliman, U. S. Army Signal Corps; Wayne Mason, telecommunications attache at Berne, Switzerland; Haraden Pratt, American Cable & Radio Corp.; Charles C. Taylor, Bell Telephone Labs; Florence Trail, Telecommunications Policy Staff, State Dept.

CCIR subcommittees originally became active under a recommendation adopted during the 1948 Stockholm conference, with appointments of 13 study groups each dealing with a phase of international radio. Actually study of international radio problems has been carried on for over 20 years.

AWARD for the best television program produced by any public utility in 1950 went to East Ohio Gas Co. for its five-a-week afternoon feature, *The Women's Window*, on WEWS (TV) Cleveland. Well pleased with the distinction and some 3,000 letters are (l to r) Jack Hartley, WEWS program director; Ethel Jackson, star of the women's program, and Harold E. Eckes, advertising manager of East Ohio. Program was entered in the Better Copy Contest, sponsored annually by the Public Utilities Advertising Assn., through Ketchum, MacLeod & Grove Inc., advertising agency for the gas firm. Winner was announced by the committee during the association's annual convention at the Hotel New Yorker, New York, May 18. Mr. Eckes accepted the award for East Ohio, which has sponsored the 30-minute afternoon program since August 1949. Format is devoted to recipes and household hints.

Eddie Cantor Signs

NEW TELEVISION contract with Eddie Cantor for the 1951-52 season has been signed by NBC-TV, the network announced last week. Mr. Cantor was the first star to appear on *The Colgate Comedy Hour*.

TV Standards

AN EDITORIAL

THE NARTB's Television Program Standards Committee argues, with good sense, that telecasters had better begin to look for dust under the rug, rats in the attic, and possibly for assignations behind the barn, with a view to cleaning up such conditions, if they exist, before public sanitation forces move in.

At this point, the committee has made clear in its its letter to TV stations a fortnight ago, nobody knows whether the house *needs* tidying, although a lot of articulate gossips, like the FCC and some moral-improvement societies, have loudly said they suspected it did. The sensible thing for telecasters to do, before the gossip reaches the attention of the cops, is to make certain that if housecleaning is necessary, it is done in a hurry—and by the people who own the house.

About a year ago, some telecasters in NAB got to worrying about their housekeeping, because the same gossips were complaining that TV necklines were dropping out of sight and comedians were turning blue. At that time a few of the broadcasters talked up the idea of a TV code, similar to the NAB's Standards of Practice. We were against that then, and we still are.

Our thesis was and is that a code serves only to express the attitudes of the majority that adopts it and practices its principles anyway, and in no way is it a deterrent to the minority whose excesses it is intended to cure. There is no evidence that the NAB code has changed the habits of any radio station that did not believe in its principles before they were formalized in a code.

Now does that mean that self-correction is impossible? Not at all. What the Television Standards Committee is doing is exactly what it ought to do. It has set itself the job of finding out exactly, by an examination of program logs, how much of what is on the air when.

If its study of the logs shows that there has been poor balance between the amount of commercialism and the amount of programming, between the amount of network programming and the amount of local material, the mere revelation of such practices is as sure to correct them as would the laborious writing of a code. Indeed revelation would probably be more effective than a code, since codes are unenforceable and, besides, are apt to be forgotten once they are in type.

There is a second function that might well be assumed by the Television Standards Committee. That is to represent the telecasters when critics begin sounding off, about bad taste on the air. In recent months members of the clergy have made serious charges about television immorality. None of these attacks specified the offenses that were charged; they just took the form of general complaints.

Nobody has faced up to these accusers with a demand that they state their case and thus enable the telecasters to form an answer. In the absence of such defense, the attacks stand on the record as unanswerable, which they are not, simple because nobody challenged the accusers to prove the accusation.

The Television Standards Committee, it seems to us, ought to become a standing committee, on the one hand regularly looking for dust under the rug and rats in the attic and on the other protecting the orderly housekeeper from irresponsible gossips in the neighborhood.

To delay the committee's work, or inhibit it by non-cooperation, is to invite undesirable action from the FCC which already is toying with the idea of a Blue Book for television.

AGENCY IMPACT

New Dawn For Commercials

By RICHARD MARVIN
INDEPENDENT PROGRAM WRITER-PRODUCER

AMONG the many changes brought about by television is a revised picture of the functions of an advertising agency. In the earlier days —pre-radio—copy was king, and accounts were won or lost on the basis of copy ability. Agencies emphasized campaigns which did a job largely through the effective and sometimes spectacular use of words.

Then came radio, and all of a sudden the strategy changed. The agency was in the show business! Radio directors who could sustain a good ratio between successful shows and flops became the glamour boys of the business. Ratings were important, so important that the "copy" on shows, the commercial, was frequently relegated to secondary consideration. It was no uncommon event for the entertainment portion of a show to be masterminded by thousands of dollars worth of specialized talent, and the commercials written by a cub in the back room.

Hours and hours were spent on casting and rehearsing the entertainment, while the commercial was written in 30 minutes to meet a deadline—and then only got a fast going-over on the dress rehearsal before it hit the air! Needless to say, many of the commercials were pretty painful, and the public resistance they built up was more than justified.

Equally saddening is the fact that—judging from appearances—in many cases the balance of time and effort between program content and commercials established in radio has been carried over into TV shows.

Agencies' Opportunity

Yet TV offers agencies an opportunity to return to the field of being *advertising* experts, instead of trying to live up to a hard-to-maintain position as showmen. For the time being, at least, the entertainment portion of by far the majority of TV programs is in the hands of the packagers and the networks. These boys handle everything concerning program entertainment and presentation, and the agency's glory and prestige in showmanship has declined to the point where—if they're nice about it—they're permitted to make suggestions which may or may not be followed.

A few agencies have been able to resist this situation. They have established large, and expensive, corps of TV experts who have succeeded in achieving what might be called "studio parity" with the people who control the shows. Some, with memories of their radio successes still in their minds, have gone to the extreme of creating and wholly producing their own TV shows, with the packager out of the picture, and the network in secondary position.

But the majority of agencies, not relishing the expense involved in such grandiose operations, have accepted the thankless role of supervisory activity as far as the entertainment is concerned, confining their creative effort solely to the commercials.

Agencies located away from the centers of TV production have a still greater problem. They cannot even be in the studio, en masse, when programs, including commercials, are being put together, rehearsed and telecast.

Thus if the shows themselves are to be controlled by packagers and networks, why should an advertiser buy a program through an agency which is unable, or unwilling, to assemble a unit of TV showmen, when for the same price the same program may be purchased through another agency which is knee-deep in TV program experts? Somewhere along the line a factor must be developed which can be made to work on the side of the agency which functions only in a supervisory capacity.

This factor might well be emphasis on the old-time function of an advertising agency—realization that the pendulum has swung—concentration on clear, sharp, brilliant, dynamic copy; well expressed in outstanding commercials. Brains are brains, and no agency has a monopoly on them! There's no reason why an agency which has a competent staff, and yet which has not gone whole-hog on TV specialists, cannot turn out prize winning commercials.

Of course, doing "better" commercials is quite a job! First of all it means that TV commercials must be moved up to where they are a primary responsibility of the top creative talent the agency can muster. This does not mean that *only* the top people should work on them. *Everyone* should work on them! Maybe the best basic ideas will come from secondary people, to be polished and refined by the top echelon.

Need Brainpower

But it does mean no more whipping commercials together at the last moment. No more having them read off-camera by an hysterical announcer, while pictures of the product are being shown. No more having a pretty girl in a low-cut dress read from a card held below the camera lens. Commercials must have more brainpower behind them! They must be written and re-written . . . rehearsed and re-rehearsed. They must receive the same amount of blood, sweat and tears which go into the normal creation and production of the rest of the show.

They should even be cast, well rehearsed and auditioned—yes, auditioned! This audition should be seen by the brain-squad which created them, and these people should be given ample time and opportunity to reject, revise, edit and polish. When the commercials are finally used on the air they should reflect the very best of the agency's thinking and presentation.

The agency needs showmen, of course, to supervise and act as watchdogs on various "packages" they have on the air. These same men can be helpful in carrying commercials forward from the paper version to the live interpretation, particularly as their knowledge and experience may be utilized to make commercials natural and lifelike. In fact, agencies which have permitted a barrier between commercial writers and program people would do well to tear it down rapidly, as one basically should complement the other.

If the premise is that exciting, well done, well presented, selling commercials can be the equalizing factor among agencies handling TV, then it would seem there would be a definite advantage in agencies which have not gone in for large TV staffs to establish—now—a creative cadre of writers, artists and producers, and to make a major agency project out of proving to their clients that while they only supervise the programs, they give top time, top effort and top thinking to the commercial portions of the shows and turn out the best darn commercials in the business!

RICHARD MARVIN taught "Writing Radio Commercials" at Northwestern U., and was responsible for the introduction of several types of commercials. Now a freelance writer and producer concentrating on television, in this article he urges advertising agencies to stop worrying about the domination of packagers and networks in the TV program field, and to regain their lost stature with better commercials.

Mr. Marvin

NCAA PLAN

Grid Ban Protest Formalized By Georgia Tech Club

GEORGIA Tech was officially requested last week by the Georgia Tech Club of New York, an alumni group, to protest efforts of the National Collegiate Athletic Assn. to enforce a football telecasting monopoly.

Text of a resolution unanimously adopted May 15 by the club [BROADCASTING • TELECASTING, May 21] was sent to Col. Blake R. Van Leer, Georgia Tech president. Col. Van Leer was urged to protest the NCAA action as an invasion of the college's community rights, to be enforced by threat of boycott and expulsion.

The NCAA TV steering committee was to meet Friday in Philadelphia (see sports story page 25).

In a letter of transmittal to Col. Van Leer, Edgar Kobak, WTWA Thomson, Ga., past president of the New York alumni club, said that in Tech's case "we feel that the discrimination is even greater than with most colleges, not only because of your pioneering in Atlanta but also because Tech, owner of WGST, itself seeks a TV channel for the future. To lose your right to televise football in Atlanta could destroy a very valuable asset."

Text of the club's resolution follows:

WHEREAS,

Members of the NCAA voted at Dallas in favor of a comprehensive testing program to help determine the effect of television on college football attendance,

AND WHEREAS,

The Committee charged with this responsibility has devised a plan which definitely invades the community rights of an individual college located in a network area; and, by the threat of boycott and expulsion, places the local college at a disadvantage by preventing the television of its own games locally while authorizing colleges from other parts of the country to televise when the local college is playing—thus preventing a comprehensive test,

AND WHEREAS,

The Georgia Institute of Technology was the first college to televise its football games in Atlanta, and has done so under local sponsorship for the two years TV has been available, thus building a valuable community asset which should not be handed over to others by threats, pressure or a national sales plan without further testing,

BE IT RESOLVED,

That the President of the Georgia Institute of Technology be requested to protest this discriminatory action which is without precedent in the field of sports,

And, that the President send this protest to the Chairman, NCAA Television Committee.

Approved unanimously at the Annual Meeting of the Georgia Tech Club of New York on May 15, 1951.

Union Oil Using TV Spots

UNION Oil Co. of California, Los Angeles, one-time heavy user of regional network and spot radio, has started an extensive television campaign promoting "Royal Triton" motor oil in some 22 cities outside its regular seven state western marketing area. Using one-minute, custom-built, filmed commercials, firm is utilizing Class A station time. Total of 156 spots are being used in each market on more than 40 stations to date. Contracts extend from 20 to 26 weeks. With establishment of new markets, more stations will be added. Agency is Foote, Cone & Belding, Los Angeles.

MR. SPONSOR:

6 Weeks on WJBK-TV... 25% SALES INCREASE!

May 1, 1951

Mr. R. E. Jones, Gen. Mgr.,
WJBK-TV
Masonic Temple,
Detroit, Michigan

Dear Dick:

Thought you might be interested in knowing about the gratifying results we have been getting on a participation basis on the WJBK-TV "Ladies Day" show.

We selected a key product which had little previous advertising, checked the route sales averages a month before, and featured it on "Ladies Day" five days a week for six weeks. During this period the product was not advertised through any other medium.

At the end of the six weeks run, we again checked route averages and found they had increased 25% in sales.

Another spot check of the same test product, three weeks after we had been off the program with no other advertising, showed even higher sales. This proves to us, not only the sales results of advertising on WJBK-TV, but also the continuing effect of your sales punch.

Of course, we have no way of determining the amount of goodwill we are getting—"meeting" each day with the women's clubs that attend "Ladies Day"—but we feel it plays an important part in merchandising our products.

Sincerely yours,
FARM CREST BAKERIES, INC.
Ralph L. Recor
Ralph L. Recor
Sales Department

RLR/eb

You, too, can get real results the easy way. Let WJBK's tremendous listener-response give your sales the boost that pays off in higher sales results. Smart advertisers know that sales success in booming Detroit is spelled W-J-B-K.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat'l Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Food and Automobiles Top L. A. Advertisers

(Report 165)

AVERAGE one hour on TV in Los Angeles contains 53 minutes and 10 seconds of program time, five minutes and two seconds of spot announcements and one minute and 48 seconds of station breaks. Drama and comedy-variety programs account for 44.5% of all the shows on TV locally.

Food and automobiles accounts do more than 30% of the advertising on the seven Los Angeles TV stations. If either or both of these products should be rationed and reduce advertising, it would be a serious blow to the television industry commercially.

These facts were presented by William H. Sener, head of the radio-TV department of the U. of Southern California, speaking at an Advertising Club of Los Angeles meeting.

With the assistance of seven graduate students, he compiled the *Southern California Television Index*, first study of its kind of the local video market. Each student observed programs for one week on one Los Angeles TV station. Comparisons were made with the same station a year ago.

The number of programs available to the average viewer in the Los Angeles area increased more than one-third during the year, the USC survey shows. Programs also got better, it indicated.

Food advertising increased 1,200% in the past year, to be in first place in sponsored quarter-hours with 24.9%, Mr. Sener said. Last year, he pointed out, food was in third place with 15.5%.

Automobiles are the second biggest TV advertisers in the Los Angeles market, with 20.3%. Last year, cars were in first place with 21.8%.

"Ten product groups out of the 28 different items advertised on TV do more than 90% of the commercials," Mr. Sener continued. "By product groups, TV has not really tapped the market."

* * *

Program Types Tallied by The Pulse

MORE than nine hours of additional TV network time were devoted to comedy-variety, drama and interview type programs during the period of April 1-7 than March 1-7 in 17 cities surveyed by The Pulse Inc., New York, as reported in Multi-Market TelePulse last week.

Top 10 program types and their ratings for April 1951:

	Avg. Rtg.
Boxing	22.2
Westerns	20.7
Talent Programs	17.8
Drama and Mysteries	17.5
Comedy Situation	14.7
Comedy-Variety	14.2
Musical Variety	13.3
News	11.9
Kid Shows	11.7
Quiz-Audience Participation	11.7

Berle Leads Top 15 Sponsored Network Shows

MILTON BERLE *(Texaco Star Theatre)* headed the first 15 sponsored network TV programs in popularity during May 1-14, according to the Hooperatings Pocketpiece for May, released last week.

The first 15 sponsored network programs with their ratings:

TV-Home Hooperatings	
1. Texaco Star Theatre—Berle	43.5
2. International Boxing Club—Louis vs. Agramonte, 5/2 only	37.9
3. Show of Shows—Caesar, Coca	34.2
4. Fireside Theatre	31.9
5 Comedy Hour—Phil Silvers, 5/6 only	31.6
6. Godfrey's Talent Scouts	31.0
7. Your Hit Parade	31.0
8. Philco TV Playhouse	30.3
9. Martin Kane, Private Eye	27.7
10. Cavalcade of Sports—Cartier vs. Hairston, 5/11 only	27.5
11. Toast of the Town	26.7
12. Ken Mrrray Show	26.6
13. Mama	26.4
14. Lights Out	26.3
15. Studio One	26.0
Special Events	
President Truman's Speech, 5/7	19.9

* * *

Comedy Tops Drama In Nielsen Ratings

COMEDY topped drama in the national Nielsen ratings for the top 10 television programs for the two weeks ending April 21. *Texaco Star Theatre* led the parade with Frigidaire *Comedy Hour* second in line. Top drama program was

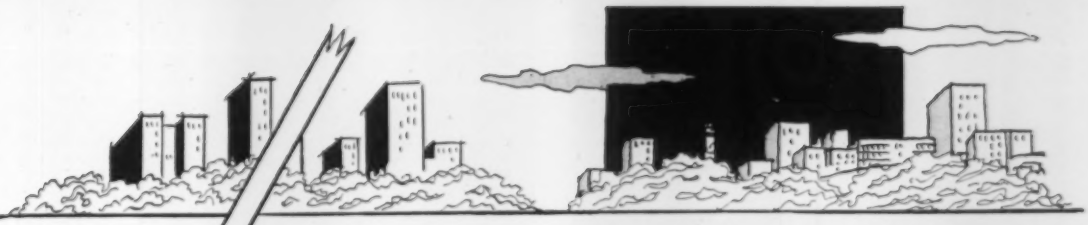
(Continued on page 71)

Weekly Television Summary—MAY 28, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	731,638
Buffalo	WBEN-TV	201,972
Charlotte	WBTV	77,627
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	906,210
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	470,487
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	66,972
Houston	KPRC-TV	76,684
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	118,523
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	89,500
Memphis	WMCT	86,221
Miami	WTVJ	65,000
Milwaukee	WTMJ-TV	238,524
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	29,062
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	67,309
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	78,370
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	145,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	81,417
Rock Island	WHBF-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	45,100
San Antonio	KEYL, WOAI-TV	45,490
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	155,100
Seattle	KING-TV	83,200
St. Louis	KSD-TV	289,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	42,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	65,804

Total Markets on Air 63 — Stations in Air 107 — Estimated sets in Use 12,246,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



GREENVILLE and SPARTANBURG
SOUTH CAROLINA

Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of $110,000,000 annually. Farms add another $29,000,000. The 315,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

CHARLOTTE

ANDERSON, S. C.
ASHEVILLE, N. C.
COLUMBIA, S. C.
FAYETTEVILLE, N. C.
GREENVILLE, S. C.
SPARTANBURG, S. C.
WINSTON-SALEM, N. C.
AUGUSTA, GA.

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES

'Partial' Freeze Lift?

(Continued from page 59)

mercial operation. UHF Channel 35 is reserved there.

The board, stating it has funds to build and maintain a VHF educational station now if one were assigned, told the Commission it "is of the opinion that the community's interest would best be served by such a station being owned and operated by a public body such as The Board of Public Education, with the facilities of the station being made available to all public and private non-profit institutions in the area."

The board stated it has a borrowing capacity of nearly $27 million for "capital improvements" and can maintain a TV operation from out of current tax funds.

The board during the past four years has employed a radio-TV staff of six professionals for production of local educational shows. Work with Philadelphia's commercial TV outlets was outlined.

Pennsylvania educators also are reported to be considering a state educational network similar to that proposed fortnight ago by New York state [BROADCASTING • TELECASTING, May 14]. Recommendation for such a network has been made at Harrisburg to Dr. Francis B. Haas, state superintendent of public instruction. Dr. Haas has said there is a definite possibility the state may sponsor a chain of educational stations.

Cornell's Plan

Example of one educational institution which is competing on equal terms with commercial broadcasters is Cornell U., licensee of WHCU Ithaca, a CBS outlet. Cornell has asked FCC to allocate VHF Channel 3 there as a commercial assignment, indicating the school plans to put its venture into TV on a self-supporting basis also so that funds for educational programs will not have to be diverted from other activities.

In order to acquire Channel 3, Cornell proposes that WSYR-TV Syracuse continue on Channel 5 instead of moving to Channel 3 as FCC has proposed and that WHAM-TV Rochester continue on Channel 6 instead of moving to Channel 5 as proposed by FCC. Cornell also would substitute UHF Channel 62 at Niagara Falls for VHF Channel 2, with Channel 2 being substituted at Buffalo for WBEN-TV's Channel 4.

Meanwhile, the Joint Committee on Educational Television has announced further staff additions. Ralph Steetle, director of broadcasting at Louisiana State U., has been named assistant director and Blanche Crippen, formerly of the press and radio section of the National Education Assn., has been named administrative assistant in charge of program development. Richard B. Hull, manager of Iowa State College's WOI-TV Ames, on leave of absence until June 1, has been in Washington as temporary executive director of JCET to organize the operating staff.

JCET, responsible for the educational petition for noncommercial channel reservations during the earlier allocation hearings, is to continue the presentation during the final city-by-city hearings.

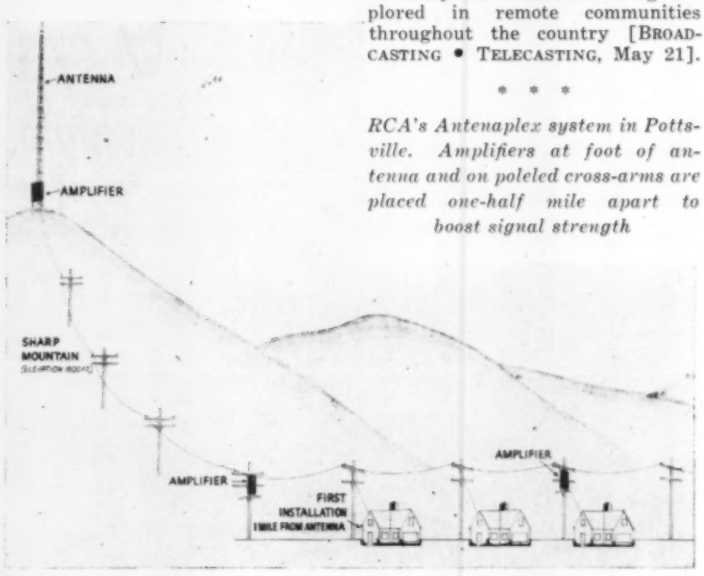
ANTENAPLEX

RCA Holds Demonstration

FIRST public demonstration of RCA's new Community TV "Antenaplex" system, designed to bring television programs to areas where reception previously was poor or unavailable, was presented May 22 by the Trans-Video Corp., operator of the large-scale Pottsville installation, as a feature of the Schuylkill County Parade of Business Exposition May 22-May 26.

The Antenaplex system, developed by RCA engineers, has proven its ability to eliminate the TV "blind spots" represented by mountain-ringed communities like Pottsville, as well as those on flat terrain where the nearest TV stations are too remote to permit reception with individual roof-top antennas.

* * *



RCA's Antenaplex system in Pottsville. Amplifiers at foot of antenna and on poleled cross-arms are placed one-half mile apart to boost signal strength

The Pottsville installation is already bringing high-quality television reception to more than 275 families. Programs are received from three stations in Philadelphia, more than 75 miles away. Pottsville residents using the system pay a $135 initial fee, and $3.75 monthly.

Trans-Video Corp., headed by M. F. Malarkey Jr., was organized by a group of Pottsville business men. Pottsville installation is one of many like ventures being explored in remote communities throughout the country [BROADCASTING • TELECASTING, May 21].

* * *

NFL RIGHTS

Pro Football Pact Signed

BELIEF that television "will eventually help every sport" was expressed last week by Bert Bell, commissioner of the National Football League, in announcing that the league had sold exclusive rights to the DuMont Television Network to telecast, broadcast and film NFL world championship games.

The contract covers a total of $475,000 on a five-year basis, or $95,000 a year. It was negotiated by Mr. Bell with Tom Gallery, sales manager, and Les G. Arries, sports director, of DuMont.

Mr. Bell said the money "will mean a lot to ball players." He added there have been championship games in which the gate "was less than the $95,000 we get from DuMont." Players on winning teams may get as much as $800 or $900 each, he said, in addition to their share of the gate.

The league's TV policy "is more liberal than ever," Mr. Bell told BROADCASTING • TELECASTING. "There will be more TV this year than any year in the history of professional football. Any club can telecast games, but not within 75 miles of the city where a game is being played."

Explaining that each club has control over its own telecasts, he said the decisions are made locally aside from protection afforded under the league's constitution. "We're very much in favor of TV," he concluded.

ROY ROGERS

Seeks Long-Term Contract

ALTHOUGH there have been "back-door" talks with NBC, CBS and ABC for his services on radio and television, Roy Rogers, western cowboy star, has made no deals or commitments with either. Any such deal would be on a long-term contract permitting him also to continue in films and personal appearances, according to Art Rush, personal manager and partner in Roy Rogers Enterprises.

With Mr. Rogers holding out for a radio-television deal, Mr. Rush said there currently is discussion with several national advertisers who would utilize his services on both media starting in the fall. He has set up a June and July shooting schedule to film a TV series.

PARTS SUPPLY

Will Be Adequate—Sprague

ADEQUATE supply of replacement parts for radio and TV receivers will be available, Robert C. Sprague, board chairman of Radio-Television Mfrs., Assn., predicted Monday in an address to distributors attending the Radio Parts Show at the Stevens Hotel, Chicago.

Dispelling oft-heard fears that shortage of parts might render many TV sets unusable, Mr. Sprague said production of parts and components is greater than had been predicted some months ago.

"My very strong impression," Mr. Sprague said, "is that almost regardless of anything else, critical materials will be made available for repair and replacement purposes. Despite the rather sizable allotment of public funds for the purchase of military electronic equipment and components, it seems apparent that the nation's military needs, short of an all-out war, will not absorb the industry's production facilities."

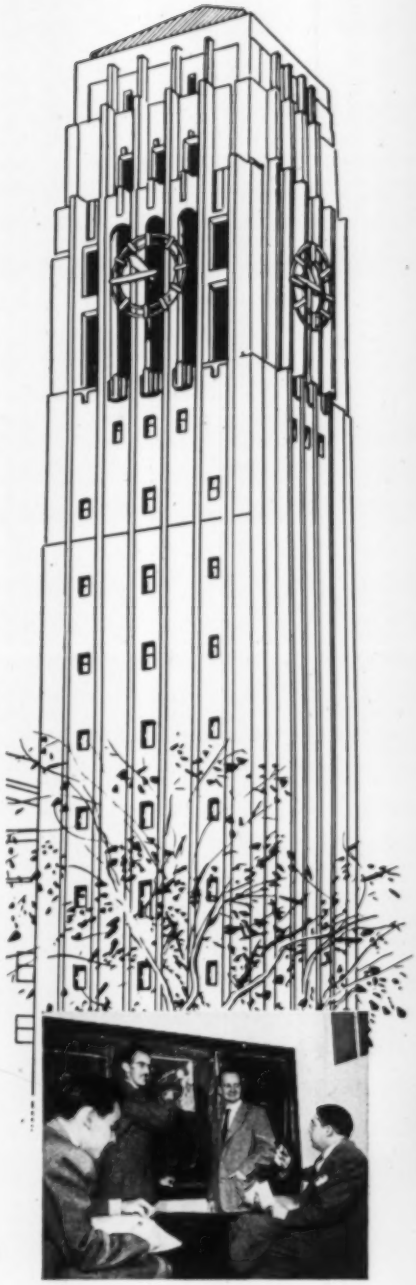
Although there has been a recent slowdown in TV sales, Mr. Sprague estimated at least 5 million sets will be sold to the public during 1951. "With the continuing substantial sale of radio sets," he pointed out, "there will probably be in the hands of the public by the end of the current year not less than 95 million radio sets and nearly 16 million television sets, or the equivalent of about 155 million radio sets from the standpoint of the replacement parts business." He said there were about 90 million radio sets and about 10½ million TV sets in the hands of the public at the beginning of 1951.

In analyzing the outlook for replacement parts, Mr. Sprague said the industry had learned how to conserve scarce materials without impairing efficiency or performance.

Recalling TV production in 1950, he said 7,500,000 sets were turned out during the year of which about 6,500,000 were sold and installed.

Most of the 10,000 distributors and components manufacturers attending the three-day annual parts distributor conference and show went home in a more optimistic mental state than that in which they arrived, according to Jerome J. Kahn, show chairman. He said conference speakers reassured delegates that scarce materials would be available during the defense emergency for maintenance, repair and replacement.

Allen B. DuMont Labs, one of the exhibitors of equipment, introduced a new picture tube with what the company describes as "an automatic built-in focus" achieved by the internal electron gun which eliminates the need for the focus coil, focus control and other focusing mechanisms. Elimination of these parts "effects a substantial saving" in such critical materials as steel, brass, copper, aluminum and rubber, the company claims.



The school that goes to the students...

For one hour a week, in Detroit, living rooms are transformed into classrooms, through the medium of television.

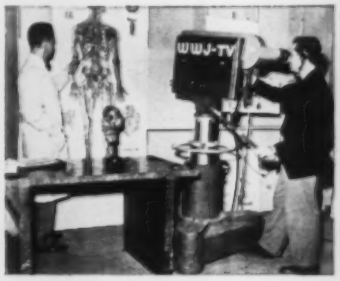
University of Michigan telecourses, aimed at adults and inaugurated by WWJ-TV as a public service, are currently enjoying tremendous local interest and have won national acclaim as the opening of a new era of education.

Already 2,000 students have registered and are entitled to certificates of participation. Thousands of others are regular viewers of these Sunday afternoon telecasts.

Here is another in the long list of "firsts" which add so much to the popularity, prestige and community acceptance of WWJ-TV, with resultant benefits to its many advertisers.

Prof. Garnet Garrison, university TV director, supervises all script preparation.

More than 400 working hours are spent in getting each telecast ready.



Courses offer such studies as biology, retailing, the Far East, home interior design.

FIRST IN MICHIGAN *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

ASSOCIATE AM-FM STATION WWJ

WWJ TV

NBC Television Network

COLOR RESPONSE

CBS Cites Denver Praise

CBS REPORTED Denver officialdom enthusiastic in praising CBS color television after the city's first look at television of any kind.

The demonstrations, presented in cooperation with KLZ Denver and Smith, Kline & French Labs, were held May 14-18. After a preview for business, education and civic leaders May 14, CBS said leaders in all fields praised the showing.

Among the quotations reported by the network were these:

Governor Dan Thornton—". . . amazed at the color and the trueness of the color . . ."

E. Palmer Hoyt, editor and publisher of the *Denver Post*—" . . . very realistic. Color certainly brings new vistas to the fields of entertainment and advertising."

Cecil Conner, Denver advertising agency executive—"The colors are surprisingly natural. . . . Color television should offer tremendous advertising and sales opportunities . . ."

Lewis R. Carlson, western sales manager of Campbell Cereal Co.—"Having watched black-and-white for some time, this color demonstration is startling and significant. The colors are unbelievably true."

Ben Bezoff, owner, Ben Bezoff Adv., Denver—Color should do for TV "what the talkies did for movies."

KLZ is an applicant for TV and its general manager, Hugh B. Terry, notified FCC last fall that CBS color would be broadcast if the application were granted.

On stage to inspect equipment after first color TV demonstrations in Denver were (l to r) KLZ Producer Clyton Brace, who handled all details; Bill Prescott, Ball & Davidson Agency; Jack Tipton, KLZ salesman, and Carl Salstrand, Ball & Davidson. Petite young lady is Patty Painter, "Miss Color Television." Demonstrations were directed by John Martin, CBS color producer, with assistance of New York network technicians. In addition to public showing, station also arranged private previews for Gov. Dan Thornton of Colorado. About 10,000 Denverites witnessed over 12 public showings.

PHONEVISION ANALYSIS

Successful Beyond Expectations—McDonald

ADVANCE ANALYSIS of the 30-day Chicago test of Phonevision "shows it was successful beyond our expectations," President Eugene F. McDonald Jr. said in Chicago last week. The attendance rate for Phonevision families was 3½ times greater than the 0.47 times per week considered average for American movie attendance, he said.

He reported the total boxoffice for the 90 days was $6,750, an average of $22.50 per family for three months and $1.73 per week. Projecting this against an audience of 10 million TV set owners, he estimated producers would average a net return per picture of $1,250,000, which he termed a "highly conservative estimate."

Phonevision's 10 most popular pictures, he said, "would offer an average net return to producers of $2,983,000" and the 10 poorest would give "$600,000," he said. In January, the first month of the test, novelty was a "high but falling factor" and the average family saw 2.1 movies weekly. February's average was 1.5, and March was 1.6 times weekly.

Paid admission to individual pictures ranges from 8 to 60% of the possible audience, Mr. McDonald reported. He described four out of five Phonevision patrons as "brand-new" customers for motion pictures, and reported more than 93% of the Phonevision audience said they preferred to see pictures in their homes rather than in theatres.

Final interpretation of the results is not yet available, he pointed out. An "exhaustive" survey is being conducted now by the National Opinion Research Center of the U. of Chicago. When its material is correlated with existing test data, "we will have a scientific standard of measurement to determine Phonevision's effectiveness in terms of greater audiences."

FALL PLANS NOW

Crosby Notes Production Time

POINTING out that it takes at least six months to get a 26-week series of films ready for telecasting, Everett Crosby, president of Bing Crosby Enterprises, Beverly Hills, has urged sponsors and their advertising agencies to make decisions *now* on fall plans.

"Some agency heads feel they can buy a film series today and have it on the air tomorrow," he said. "They forget that stories must be purchased and scripts prepared; shooting schedules must be planned, casting set, sets built as well as time for the actual shooting, editing and dubbing. At least six months are needed if the films are to be good." Mr. Crosby predicted that before long at least 50% of all TV programming would be on film and as result there will be a last minute mad scramble for such shows.

Canadian Set Sales

CANADIAN TV receiver sales totalled 29,600 in 1950 valued at $12,948,000, according to the Dept. of Trade and Commerce, Ottawa. Radio receiver sales in the year totalled 758,600 units valued at $59,160,000, as against 724,500 sets in 1949 at value of $53,640,000.

FILM SERIES

Six Buy 'Boston Blackie'

SIX advertisers on 12 stations have ordered *Boston Blackie*, Ziv Television Programs Inc., syndicated-film producer, New York, announced last week. The series, starring Kent Taylor with Lois Collier and Frank Orth, is to be released Sept. 1.

Production costs for the series, which is being sold to local and regional as well as national sponsors for "spot" purposes, have been $21,000 per half-hour program, the announcement said. Each half-hour program is complete, with open spots at the beginning, middle and end.

John L. Sinn, Ziv president, said he considered *Boston Blackie* "the biggest step forward yet taken in filmed television series. He said Ziv, through new production techniques, had been able to produce for $21,000 what motion picture companies would require $250,000 to produce.

ASCAP-Video Parley

JUDGE Simon Rifkind and Stuart Sprague, counsel for the All Industry TV Per Program Committee, met daily with ASCAP Attorney Herman Finkelstein last week in an attempt to work out terms for the use of ASCAP music on television that would be acceptable to TV station operators generally, as those set forth in the ASCAP license forms are not. Conferees would not comment on progress, but meetings are continuing in an effort to avoid court action, viewed as inevitable if an agreement is not reached by June 10.

DuMONT LABS

Stockholders Meet June 29

ANNUAL stockholders meeting of Allen B. DuMont Labs will be held June 29 at the corporation's offices in Clifton, N. J., postponed from May 7, date stipulated by the by-laws. A notice to stockholders stated that the meeting will elect eight directors and the president, vice president, secretary, treasurer and assistant treasurer, all for one-year terms.

Class A stockholders elect five of the eight directors and the president and vice president. Class B stock is all held by Paramount Pictures Corp., which elects three directors and the secretary, treasurer and assistant treasurer. On Feb. 23 there were oustanding 1,801,054 shares of Class A and 560,000 shares of Class B stock. Paramount at that time held 43,200 shares (about 2.4%) of the Class A stock in addition to its Class B holdings.

Leonard F. Cramer, vice president; Allen B. DuMont, president; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith Jr., director of research, and David Van Alstyne Jr., president, Van Alstyne Noel Corp., investment bankers and financial adviser to DuMont, are the official nominees for directors to be elected by Class A stockholders. All are now board members.

The statement also reported that Allen B. DuMont received during 1950 from the company $51,400 in salary, $312,839.70 in bonuses and shares in profits and $19.12 in group life insurance premium payments, giving him approximately $85,731 after tax deductions. Mr. Cramer got $35,438.48 in salary, $8,461.53 in bonuses, $19.12 in insurance, for a net remuneration after taxes of $28,868. Dr. Goldsmith had a salary of $21,130.84, bonuses of $5,288.47, insurance of $19.12, with take-home pay of about $19,567 for the year. Mr. Van Alstyne received $10,700 for his financial services, with no additional payments from the company.

FILM COUNCIL

Forum Set June 27

NEXT quarterly forum of the National Television Film Council will be held June 27, and will include a session on film exploitation, publicity and advertising, Paul White, Prockter Products vice president and vice president of NTFC, announced at a luncheon meeting Wednesday in New York.

Speakers included John Battison, associate editor of *Tele-Tech* magazine and author of the book, *Movies for TV*, who reviewed the current television situation and prospects of a lifting of the FCC TV freeze. Rudolph Pfeiffer, Kenolux Corp. president, promised the group that his company's 16mm film would meet any standards of theirs, if their camera and projection equipment could meet his standards.

For more than a year...

EASTMAN 16mm. TELEVISION PROJECTOR, MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance . . . used for more than a year in leading key network studios . . . the Eastman 16mm. Model 250 is giving an amazing account of itself . . .

- Precise sprocket-type geneva pulldown assures exceptional film steadiness . . .
- Exclusive feature makes possible "still-frame" operation —permits commentary from "frozen" frame . . .
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency . . .
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction . . .
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

Available upon request: "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Record every program on film . . .

EASTMAN TELEVISION RECORDING CAMERA

WHITE HOUSE BRICKS

Used in WICU Construction

BRICKS taken from the White House in the nation's capital are included in construction material being used for new television studios for WICU (TV) Erie, Pa., the station announced last week. The bricks—each of a different size—were handmade before 1800.

The construction will give the station an additional 15,000 square feet of space, officials report. This includes two new studios, a workshop and a film processing room. There will also be enough room to house new transmitter equipment.

Owner Edward Lamb said the new additions will be completed in July of this year. Nelson & Goldberg, of Erie, are the architects, and the general construction is being done by E. E. Austin Co. also of Erie.

Supervising laying of the White House bricks are (l to r) Paul Albracht, general manager of the Erie Dispatch *(owner of WICU); Herbert Stewart, WICU manager, and Edward Lamb, president, ◄ WICU, and publisher,* Dispatch.

NARTB Board

(Continued from page 30)

NARTB. BAB does not leave the NARTB fold entirely until April 1. The plan to separate BAB into an autonomous sales promotion unit was adopted last August, with a million-dollar operation envisioned. At this stage, however, BAB is running well under the $200,000-a-year pace it maintained for a period.

Legislative and regulatory developments will be considered at length by the board. The Government Relations Dept., under Ralph W. Hardy, has been active on such matters as the McFarland Bill (S 658) to streamline FCC procedure, with NARTB's proposed amendments incorporated in toto as a protection to broadcasters; Benton Resolution (S Res 127) to investigate the whole allocation question and the place of TV in the American scheme; bill (S 1139) to reorganize FCC, with extensive powers vested in the chairman; electro-magnetic radiation legislation and pending executive order; FCC report on a license fee proposal, now in the appropriation bill; legislation to ease libel responsibility in political broadcasts; proposed increase in radio-TV excise taxes.

State Program

NARTB is working out a program by which state associations will be kept in close touch with Washington developments. The association has acquainted Congressmen and Senators with its opposition to allocation of a block of the spectrum to educational stations and it has protested building restrictions of the National Production Authority.

A proposal to increase the scope of NARTB's annual Engineering Conference, held during convention week, will be submitted in a report by Neal McNaughten, director of the Engineering Dept. Mr. McNaughten has sailed for Geneva to serve on the U. S. delegation at the upcoming International Radio Consultative Committee (CCIR) sessions (see story page 61).

Coming before the TV board will be the report of its Television Program Standards Committee, which met May 17 in New York [BROADCASTING • TELECASTING, May 21]. The committee scheduled a program standards meeting to be held June 22 in Washington. Committee chairman is Robert D. Swezey, WDSU-TV New Orleans.

Mr. Fellows plans to arrive in Washington May 30. He will take part in the Finance Committee meeting and will attend board sessions though his formal induction is not scheduled until Tuesday night. He has leased an apartment in Washington but will retain his home in Swampscott, Mass.

'SERVE MASSES'

Sarnoff Cites TV Duties

ANY MEDIUM such as television "must serve the masses as well as the classes," Brig. Gen. David Sarnoff, RCA board chairman, told a Corning, N. Y., conference on "Living in Industrial Civilization," a fortnight ago.

Speaking to more than 100 leaders of science, letters, business and industry attending the conference called jointly by the American Council of Learned Societies and the Corning Glass Works, Gen. Sarnoff said that "this new instrument of mass communications cannot be used for what the more informed and better educated audience wants to see during its leisure hours."

He agreed that TV had an obligation to "attempt to lift the cultural level of the masses," but cautioned that this must be a gradual process, winning public acceptance as it moved along. "We cannot proceed by leaps and bounds to an all-culture diet."

Calling television a combination of radio, motion pictures and vaudeville, Gen. Sarnoff added that also it is a "new art form," and that the field offered broad opportunities to educators if they will take advantage of them.

Functional Music

(Continued from page 28)

lic, it was noted.

Petitioners also stated inability to see how their situation differed from the case in which listeners furnish contributions to a station to enable that station to continue a type of programming desired by the contributing listener.

Another important parallel was cited in the petition, calling attention to the current rule-making proceeding that is being instituted looking toward reservation of TV channels for "so-called" non-commercial educational stations.

Funds for this are being provided by philanthropic individuals or organizations, it was pointed out with added reference to Sen. William Benton's (D.-Conn.) suggestion that financing these outlets might be accomplished by public subscription.

These grants or subscriptions would be with the understanding or on condition that the station would provide specialized programming of an educational nature, asserted the petition, which then asked if the conditions set forth for FM functional music operations would not be equally applicable and require announcement of the philanthropic individuals and organizations in the TV field as sponsors of the programs presented.

Payment Issue

Next point raised was that payments by functional music subscribers are not for matter broadcast but consideration for the right to commercial exploitation of the program service. Petition recited a long list of court cases and other examples to support its contention that quasi-property rights exist in the production of the unique type of service offered by the petitioners.

On this same point, the petition said that Sec. 317 does not require that commercial announcements be received by functional music subscribers, holding that the section requires only that those listeners who hear a message be advised of the fact that it is sponsored.

The petition discussed two of the several types of contracts used in functional music operation. The first contract, it was pointed out, provides that station retains exclusive control over content and scheduling of programs as well as the right to cancel or rearrange any show to accomplish better service.

Petitioners reiterated their belief that this first contract did not mean they had abdicated non-delegable duties, but if the Commission, after proper consideration, still retained this view, then the petitioners are willing to enter into a second type of contract. This second contract provides for even more stringent controls by licensee over its programming and contracts.

Continuation of the specialized program format is consistent with the public interest necessity and convenience, the FM group next explained, quoting a resolution to that effect passed at the last NARTB Convention in April.

"The courts have repeatedly emphasized that public interest is the touchstone for the exercise of Commission authority," it was said. Portions of the FCC's own Blue Book on programming was quoted to point up the need for "a number of comparative specialized stations."

Petitioners emphasized that program schedules were not primarily in the interests of subscribers but upon the assumption that there is a large segment of listeners who enjoy popular and mood music. It was further maintained that it could be shown in hearing that listeners prefer to listen to these types of programs with a minimum of announcement interruption.

In light of financial "difficulties" which FM licensees have encountered in past years, the petition contended that the Commission should look with favor upon functional music operations to encourage the larger and more effective use of radio in the public interest.

The last five annual reports of the FCC were cited to further show FM's financial position and the need for operation of the type planned and used by the petitioners.

Petition was signed by Paul A. O'Bryan, Dow, Lohnes and Albertson, for WFMF (FM) Chicago; Robert G. Seaks, Wheeler & Wheeler, for KCBC-FM Des Moines; Samuel Miller, Cohn and Marks, for WLRD (FM) Miami Beach; Marcus Cohn, Cohn and Marks, for WHOO-FM Orlando; Frank Roberson, Spearman and Roberson, for KRKD-FM Los Angeles; Vernon L. Wilkinson, Haley, McKenna & Wilkinson, for WBNY-FM Buffalo; Peter Shuebruk, Fly, Shuebruk and Blume, for WGHF-FM New York; and Seymour Krieger, Kreiger & Jorgensen, for WPEN-FM Philadelphia.

In addition, joint statement and brief was on behalf of KTLI-FM Longview, Tex.; WLDM (FM) Oak Park, Ill.; WNAV-FM Annapolis; WTTH-FM Port Huron, Mich.; and KTNT (FM) Tacoma, Wash.

KDFC (FM) Sausalito, Calif., Friday also submitted its answer to the FCC in which it amended its contracts in conformance with the Commission policy statement. Station also said that it supported the joint statement and petition being filed.

Other replies received Friday were from WMMW-FM Meriden, Conn., WWDC-FM Washington, WKRC-FM Cincinnati and KPFM (FM) Portland, Ore., seeking reconsideration and hearing.

KTFS Buys Theatre

DAVID M. SEGAL, owner and general manager of KTFS Texarkana, Tex., last week announced purchase of a 310-seat theatre in Texarkana for possible use as a television studio. Mr. Segal plans to continue its operation as a theatre pending application and grant of television facilities.

Telestatus

(Continued from page 64)

Fireside Theatre. The Nielsen ratings follow:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	7,504
2	Frigidaire Comedy Hour	6,304
3	Fireside Theatre	5,712
4	Philco TV Playhouse	5,391
5	Your Show of Shows (Swift)	4,922
6	Your Show of Shows (Participating)	4,870
7	Your Show of Shows (Crosley)	4,763
8	You Bet Your Life	4,590
9	Martin Kane, Private Eye	4,517
10	Arthur Godfrey's Scouts	4,401

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	63.5
2	Frigidaire Comedy Hour	60.6
3	Fireside Theatre	55.7
4	Arthur Godfrey's Scouts	50.1
5	Philco TV Playhouse	48.2
6	Your Show of Shows (Participating)	44.5
7	Your Show of Shows (Swift)	42.7
8	Gillette Cavalcade	42.6
9	Lone Ranger (General Mills)	41.2
10	Mama	40.9

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* * *

RCA Leads Pulse N. Y. Set Survey

NEW YORKERS owning RCA television sets almost equal total owners of the next three popular brands combined, according to a January 1951 survey just reported by the Pulse Inc. RCA set owners made up 27.2% of New York TV families, as compared with 28.1% disclosed by a similar survey in January 1950.

Other findings included the moving into second place of Admiral, with 11.6% of New York TV set owners, as against 8.9% a year earlier. Philco, with 10.1% as compared to 11.8% the year before, fell back into third place.

DuMont, although continuing in fourth place, dropped from 8.2% in January 1950, to 5.7% in January 1951. Among other leading brands in this year's survey, Zenith had 4.3%; Emerson, 4.1%; Motorola, 3.9%; Crosley, 3.7%, and General Electric, 3.6%.

Set Count Breakdown

A STUDY made by Ira G. Corn Jr., assistant professor of marketing at Southern Methodist U., breaks down the total Dallas-Fort Worth television set figure of 115,717 for April and shows that of these 113,947 are in residences while the remaining 1,770 are in business establishments. In the Dallas-area-only figure of 71,488, residences house 70,371 sets while business establishments boast 1,117. In the Fort Worth area, of the 44,229 total, 43,576 are in residences, while only 653 are in business establishments.

BENTON SHOW

Senator Plans Program

SEN. WILLIAM B. BENTON (D-Conn.), formerly of Benton & Bowles and Voice of America fame, is planning a regular, weekly, 15-minute television show for home-state consumption, it was acknowledged last week.

Sen. Benton has expressed his enthusiasm in the past for TV as the medium to bring the legislator closer to the voter. As yet plans have not been completed, but the tentative starting date is set for the last part of this month or possibly early June, a spokesman said.

If TV facilities are available at the Joint Recording Facility, operated by Robert Coar, in the Old House Office Bldg., Sen. Benton will record his program there, it was said.

Sen. Benton apparently is taking the lead in the recording of TV film for home station use. He already records radio reports for airing in his home state.

Mr. Coar is currently proceeding on the expectation that television will be added to radio recording at the facility, a service for all members of Congress [BROADCASTING • TELECASTING, March 19]. According to Columnist George Dixon last week, Mr. Coar estimates the facility can make TV films for Congressmen at a cost of about $5 a minute.

Sullivan Honored

ED SULLIVAN of CBS-TV's *Toast of the Town* will be honored both by the Washington Advertising Club and the Capital Press Club this month, the network announced last week. Named "Man of the Year" by the Advertising Club of Washington, Mr. Sullivan was to receive a plaque Saturday. On Thursday he will be cited at the Capital Press Club.

upcoming

May 29: Hearing on nomination of FCC Chmn. Wayne Coy. Open. 10 a.m. Senate Interstate Commerce Committee. G-16. U. S. Capitol.

May 29: RTMA on Regulation W. House Banking & Currency Committee. 10 a.m. Room 1301. New House Office Bldg., Washington.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 4-6: NARTB Board of Directors Meeting, NARTB Headquarters, Washington, D. C.

June 4-8: American Federation of Musicians Meeting, Hotel Commodore, New York.

June 5: RTMA on Regulation W. Senate Banking & Currency Committee. 10:30 a.m. 301 Senate Office Bldg., Washington.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington, D. C.

June 5-July 6: International Radio Consultative Committee Sixth Plenary Assembly, Geneva, Switzerland.

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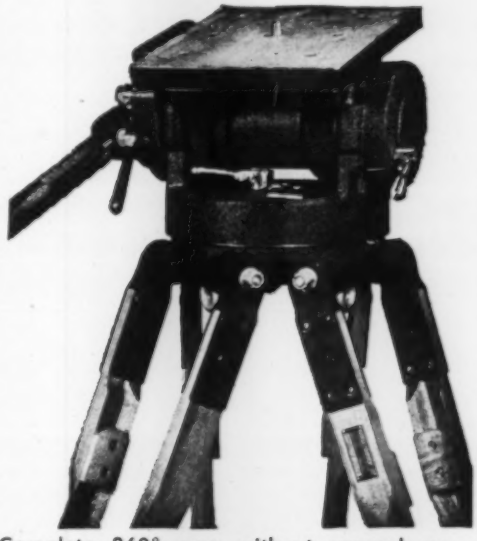

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

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Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

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Film Report . . .

PRODUCTION for new TV film series, *The Falcon*, will be started within next 30 days by Ziv Television Programs Inc., New York, according to announcement last week by John L. Sinn, president of Ziv TV. Each half-hour show will be budgeted at $17,500, and casting has begun. When completed, series will be made available to local as well as national TV advertisers.

* * *

McCARTHY Television Co., division of **Glenn McCarthy Productions**, has been organized with offices at Samuel Goldwyn Studios, 1041 N. Formosa Ave., Hollywood. Mr. McCarthy is president and **Robert Paige** vice president and producer. New company plans series of filmed domestic comedies, *Mr. Maggie Bishop*, for television. A 30-minute pilot film has been completed for sponsor consideration.

* * *

KLING STUDIOS and **United Broadcasting Co.**, Chicago, have completed first in a series of half-hour television films, *The Old American Barn Dance*, featuring stars of WLS Chicago's *National Barn Dance*. Show will be ready for sale next week.

* * *

EXPLORERS Pictures Corp., New York, new film distributing firm headed by **Murray Kaplan**, has acquired approximately 2 million feet of film in Osa-Martin Johnson properties, to be made into 52 half-hour TV shows. Films include "Congorilla," "I Married Adventure," "Borneo," and "Baboona." Mrs. Osa Johnson will appear in opening and closing sequences on each of films, and will handle commentary.

* * *

AMERICAN Jewish Committee, New York, has produced an animated ballad-cartoon, *Baseball*, with guitar background and song. Especially for TV, the film short is available free for use during baseball season and thereafter.

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BELIEVED to be the first single strength Florida citrus juice canner to use television, the Adams Packing Assn. Inc., Auburndale, Fla., currently is preparing film for TV-spot use in Detroit and other markets. Dan Sanborn, of Sanborn Adv. Agency, Lakeland, is filming for TV-spot use a sequence showing Mrs. E. Harold Wilson Jr. and her children drinking their quota of Adams juice. Sanborn handles the Adams account.

FIRM SALE

Fairbanks Deal Pending

ACQUISITION of Jerry Fairbanks Productions by Official Films Inc. [BROADCASTING • TELECASTING, May 14] is expected to be finalized this week.

Joint announcement from the principals involved in the negotiations will be made following signing of necessary papers. In an exchange of stock arrangements, Official Films will assume the controlling interest and operate the production firm as a subsidiary, it was reported. The amount of stock involved was not revealed.

Mr. Fairbanks will continue in an executive capacity, heading the Hollywood Production Div., and also serve as a member of Official Films' board of directors, BROADCASTING • TELECASTING was told.

Aaron Katz, president of Official Films, and Lawrence W. Beilenson, Beverly Hills attorney, representing the New York group, held several conferences with Mr. Fairbanks and his counsel, Charles E. Thompson, last week in Hollywood. Mr. Katz is expected in Hollywood again this week to close negotiations.

Blough Joins ANPA

JOHN W. BLOUGH, Robert W. Orr & Assoc., New York, join the Bureau of Advertising, ANPA, as its director of promotion. He succeeds John C. Ottinger Jr., who has been named to the newly created position of director of sales development for the bureau. Mr. Blough was with Orr & Assoc. for five years as head of merchandising, and earlier served as copy executive at Lennen & Mitchell, New York. Mr. Ottinger moved from John A. Cairns & Co., New York, where he was an account and copy executive, to head promotion for the Bureau of Advertising in 1947.

HOLLYWOOD TV

Movie Studio Allots Space

MOTION PICTURE CENTER STUDIOS, Hollywood, until now used exclusively for theatrical motion picture making, has been converted 50% to television film production for immediate use.

Joseph Justman, president, in making the announcement, said he will still be actively engaged in motion picture production on the lot, but is "going along with the trend of the times."

A new corporation, Motion Picture Television Center, has been formed through which will be channelled all production and renting arrangements pertaining to TV. Besides making its own films for television, MPTC will finance other video producers. It also will make TV films to order and act as agent in furnishing space, personnel and facilities of the lot, which has nine stages, to other television producers and enterprises, he said.

William Norins, executive vice president of Emerson Film Corp., which made 20 TV film short subjects in association with *Encyclopaedia Britannica*, is president of the new corporation. William Stephens, film producer, is vice president in charge of production.

Eagle-Lion Studios, which had been used for independent motion picture units, also has expanded into TV, with several video film production firms currently using its facilities.

Frank Wisbar Productions, for Procter & Gamble Co., is shooting *Fireside Theatre*, half-hour TV films, on Eagle-Lion stages. As soon as a suitable actor is found for the lead, Frank Merriwell Enterprises will film the *Frank Merriwell* TV series.

SUMMER SCHEDULE

Announced by DuMont

COMPLETED PLANS for the DuMont Television Network summer schedule were announced last week by James L. Caddigan, program director, who also said that the network's Ambassador Theatre studios in New York will be closed for two weeks to complete the renovation begun last fall.

Programs cancelled to make way for new ones include *Once Upon A Tune*, *Famous Jury Trials*, *Documentary Theatre*, and *Story Theatre*.

Washington Report, public interest program featuring Tris Coffin from Washington, Tuesday and Friday, 7:45-8 p.m., began last Tuesday. *The Week in Review*, newsreel program, Friday, 8-8:30 p.m., began Friday. A local newsreel program, *Camera About Town*, Thursday, 8-8:30 p.m., will begin May 31. *Down They Go*, quiz show originating in Chicago, Wednesday, 9-9:30 p.m., will commence May 30. *Happiness Exchange*, featuring "Big Joe" and Dorothy Rosenfeld, Thursday, 11-11:30, will begin May 31. Jacqueline Susann's *Open Door* started a fortnight ago.

More Cutbacks

(Continued from page 29)

earlier regulation. NPA also revealed it will undertake a four-week survey of all industries to determine whether MRO provisions are carried out. The probe will cover dealers, distributors and manufacturers. An industry task group has filed a report on MRO with NPA.

Under DPA's realignment, Mr. Watts will supervise the work of six inter-agency groups, including the top-strata Electronics Production Board, which is headed by Edmund T. Morris Jr. Former has been serving as special assistant to the DPA administrator, and has been on leave of absence from his post as vice president of RCA since early this year. Mr. Morris is on loan from Westinghouse Mfg. Corp.

In his new capacity, Mr. Watts will continue to head up the Production Executives Committee and serve as acting chairman of the Procurement Policy Committee and Aircraft Production Board. John C. Pritchard, deputy administrator, will work with Mr. Watts to coordinate small business activities.

In other appointments, Mr. Wampler becomes deputy administrator with responsibility for program and requirement functions, including chairmanship of the top-level Requirements Committee which will work with Mr. Morris' board and NPA's Office of Civilian Requirements on electronics and other industry needs. The requirements group was set up fortnight ago to evaluate material factors in the military and civilian economy.

Knowles Named

A third appointment is that of Nathaniel Knowles as deputy administrator for Staff Service, the post held by Edwin T. Gilson, acting DPA administrator, until the resignation of Gen. William H. Harrison, who returned to International Telephone & Telegraph. Mr. Knowles also will direct materials review and coordinating activities.

In announcing the reorganization, Mr. Gibson explained that DPA functions—that of coordinating overall procurement, programming and production—remain unchanged.

The Johns Hopkins Science Review over WAAM (TV) Baltimore has begun to send kinescopes of program to France through Radio Difussion Francaise, to be seen by French viewers. Programs also will be shown in other countries throughout Europe.

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FBI Probes Baseball

(Continued from page 25)

when the House Judiciary Monopoly Subcommittee agreed to hold hearings on baseball's interstate commerce nature during the first two weeks of July. Nub of the inquiry is the sport's controversial "reserve clause," which binds ballplayers to any team with whom they may sign a contract without allowing them to negotiate directly with other clubs for their services.

Spokesmen acknowledged last week that, following exploration of the interstate commerce factor, the subcommittee may delve into baseball broadcasting contracts, under the chairmanship of Rep. Emanuel Celler (D-N.Y.).

Authorities felt, however, that radio-TV broadcasting rights are certain to arise on the basis of players' suits contending that baseball is interstate by virtue of broadcasts and telecasts and thus subject to anti-trust provisions.

Bills On Anti-Trust

Concerted action to exempt not only baseball but all professional sports from anti-trust laws, was taken in the form of bills sponsored by Sen. Johnson and Reps. Wilbur D. Mills (D-Ark.), A. S. Herlong (D-Fla.) and Melvin Price (D-Ill.). Baseball was not mentioned specifically.

Sen. Johnson, who is president of the Western Baseball League, sponsored his measure (S 1526) as a means of establishing the validity of the reserve clause. The proposal will be referred to the Senate Interstate & Foreign Commerce Committee, of which he is chairman. Lower chamber bills (HR 2229-31) were to be sent to the House Interstate Commerce Committee. Reps. Mills and Herlong co-introduced similar legislation in 1949. The exemptions also would apply to "acts in the conduct of such enterprises."

Only precedent for evaluation of baseball's interstate nature lies in an old Supreme Court ruling that baseball, as such, does not fall within the category of interstate commerce and therefore is not subject to anti-trust laws.

Under practices now prevalent, major league broadcasts involving a non-home team may be carried by stations in the local team's area when the latter is not playing. Broadcasts must be terminated 30 minutes before the start of the home team's game. Such broadcasts are common in Washington and other major league cities where night contests are involved. In those instances the local club has no veto over play-by-play of games out of its home territory.

The NCAA, whose TV steering committee was slated to meet behind closed doors last Friday came up with a modified plan for limited college football telecasts after preliminary investigations by the Justice Dept. and charges of monopolistic power inherent in its boycott weapon.

The situation has been equally explosive in professional football circles, prompting complaints of restrictive practices by football teams involving territorial radio-TV rights. Here, questions have been posed relating to exclusive sponsor contracts signed through their advertising agencies. Comr. Bert Bell of the National Football League last fall announced that league rules had been modified to place responsibility with individual clubs.

One complaint involved WOL Washington, which claimed it was restrained by George Marshall, Washington Redskins owner, from carrying a Detroit-New York contest. Mr. Marshall was quoted as saying the club had abided its territorial rights and had contracted exclusively with American Oil Co., with a clause barring broadcasts or telecasts of other games in the area at all times.

DuMont Contract

Mr. Bell last week announced the league had sold exclusive five-year rights for broadcasts, telecasts and film coverage of NFL championship games to DuMont TV Network (see separate story).

Perhaps the strongest protest of all has been voiced by Edward Lamb, owner of WICU (TV) Erie, Pa., WTVN (TV) Columbus, Ohio, and WTOD-WTRT (FM) Toledo, Ohio. He charged that the NFL, ABC and the Cleveland Browns club last December denied WICU permission to telecast a Cleveland-Philadelphia game. He called on the Justice Dept. to "study anti-trust implications of the arrangements now entered into by the professional football teams. Mr. Lamb also held that WTVN and WSPD-TV Toledo has been "discriminated against . . . in almost an identical fashion."

Mr. Lamb claims WICU had a contract with ABC and Sun Oil Co. for telecast play-by-plays of all Cleveland Browns home games but that Comr. Bell and Cleveland Coach Paul Brown "prevailed upon ABC to refuse telecast rights to WICU."

The radio-TV owner, who also publishes the *Erie Dispatch*, expressed "grave doubt" about the legality of a local broadcast rule within NFL. Under current practices, he advised the department's Anti-Trust Division, a station within the area of the local football team was prohibited from airing an "outside" game throughout the season—whether or not the home team was playing on the particular day the station sought to broadcast the football play-by-play.

Comr. Bell said last week, however, that "any club can telecast games but not within 75 miles of the city where a game is being played." League policy is more liberal than ever, he added.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION TV FILM SPOTS
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Sterling 4650

In Review

(Continued from page 26)

as raw as the one buzzing in Congress over Gen. MacArthur's recall.

Then comes the meat of the panel and plenty about prices, too. Like good cuts of cooked beef, the program is very well done and juicy. But there the simile stops because it isn't always tender.

Broadcast on Sunday on some stations and later in the week for others, the program attempts to be timely and newsworthy. But with no harm meant to worthy Congressional thought processes, the most recent time the panel burned the headlines was when the show was aired a day before Sen. Moody took office in the Senate.

That show was on foreign policy and it followed by a hair's breadth the MacArthur speech to Congress. After the program, tempers of Sens. Humphrey, Lehman and Capehart were so scorching that the participants forsook their stately ways to swing untrained fists. A Senatorial eye-witness called the scuffle a "cream-puff" brawl.

Radio Background

Senators as a rule do not spread themselves too wide in too many places. But in Sen. Moody's case it is the story of man bites dog—he was an established broadcaster before appointed Senator to fill the seat left vacant by the late Arthur H. Vandenberg.

Not long after Sen. Moody took office he moderated the real thing, that is he was offered the privilege of presiding over the U. S. Senate in the Vice President's chair. There's a story that after a day in the Veep's chair, Sen. Moody, former Washington correspondent for the *Detroit News*, walked into the Senate Press Gallery and headed for the hat rack, only to catch himself up short and remember he had parked it in the Senate cloakroom.

At least on his program he not only knows where everybody's hat is placed but also what is contained beneath it.

Mr. Lucey, chief political writer of Scripps-Howard, has been moderating the last few panels, as Sen. Moody thinks it best not to take part in issues in which he has legislative interest. Apparently he expects to moderate only a select few, "non-controversial" panels. Sen. Moody, a Democrat, would find it difficult to straddle the fence, particularly when it needs mending.

And why not? Yesterday's panel discussed the MacArthur-Bradley debate. For a "non-controversial" Senator—untouchable.

BETWEEN COMMERCIALS
BY KAY MULVIHILL

With construction on the new KSFO-KPIX studios well underway, the modern plant—first on the West Coast specifically designed for AM and TV—will see completion in December of this year.

Located on San Francisco's famed Van Ness Avenue, the radio and television center will be three stories high and will house three immense television studios, four AM studios, in addition to business offices.

One of the new building's many unique features will be the "roof deck", designed for telecasting outdoor programs and special events.

PROGRAM CITATIONS

Annual citations made by the American Association of University Women for 'good listening and viewing' brought KSFO more recommended programs than any other Northern California independent station—with such selections as: "Hour of Melody", "Business News", "Farm Bureau of the Air", "Top of the Mark", "Parade of Melody", "California Council Table" and "Tunes for Tots".

Included among the eleven KPIX shows, cited for "good viewin '51", were: "William Winter and The News", "Time for Beany", "This Is Show Business", "Fred Waring", "Studio One", "What's My Line", "KPIX Telenews", "Mr. I. Magination", "Ford Theater", "Celebrity Time" and "Great Fights".

STATISTICS: Bay Area television set sales have now reached the 190,000 mark.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

'REGULATION W'

Hill To Hear RTMA Appeal

CONGRESS will hear Radio-Television Mfrs. Assn.'s appeal for relief from Regulation W, which curbs credit on purchases of radio-TV sets, tomorrow (Tuesday) and the following week, June 5.

Robert C. Tait, president, Stromberg-Carlson, will present RTMA's argument before both the Senate and House Banking & Currency committees [BROADCASTING • TELECASTING, May 14]. Mr. Tait goes before the House group tomorrow and the Senate committee June 5.

In advance of the Congressional hearings, RTMA's special committee handling the project went over last-minute details in a meeting Friday. Chairman of the unit is Philip Dechert, Philco Corp. general counsel.

At present, Regulation W calls for a 25% down payment of purchase price with 15 months to pay the remainder. RTMA already has been turned down by the Federal Reserve Board in a similar attempt to have radio-TV sets transferred to the household furnishings category, thereby cutting the down payment to 15%.

RTMA intends to present the Congressional groups with figures showing a marked increase of unemployment in the radio-TV set manufacturing field.

CUBA NETWORK

URT Plans $2 Million Outlay

UNION RADIO Television, which last fall put into operation Cuba's first TV station, CMUR-TV Havana [BROADCASTING • TELECASTING, Oct. 30, 1950], is planning to spend $2 million this year for a Cuban TV network that will provide complete coverage of the island, Irving Later, New York representative of URT, revealed last week on his return from conferences in Havana.

Plans call for 5 kw stations at Santa Clara, Camaguey and Holguin and for 500 w stations at Santiago de Cuba, Matanzas and Pinar del Rio, to be erected in that order. Each station will have a three-bay antenna designed to quadruple its power output and all will be linked to the 5 kw Havana key station, where most of the programs will originate, by microwave relay.

Equipment Available

Mr. Later said that although definite orders for equipment have not yet been placed, the company has reasonable assurance that it will be able to get the transmission and relay apparatus it needs, material shortages and U. S. construction restrictions notwithstanding.

FILMS OUTLINED

Production Plan Revealed

CONSOLIDATED TELEVISION Productions President W. B. Clum last week outlined the films under production by his firm, in what he said was an effort to dissipate confusion caused by "the announcement of the formation of a similarly-titled concern, with headquarters apparently to be located in Hollywood."

"Norman Chandler, chairman of the board of Consolidated Television Productions Inc., who is also president of KTTV Inc., is continuing with his plans for station syndication independent of Consolidated. An announcement concerning film syndication for major-market television stations is expected in the near future," Mr. Clum said. "Mr. Chandler has informed all concerned that he has absolutely no interest in this newly-formed syndication concern, now under the title of Telecasters Film Syndicate, nor is the use of his name in connection with it authorized in any way."

Films now under production by his company, Mr. Clum said, include "Cyclone Malone," "Jump-Jump of Holiday House."

Station Staffs

(Continued from page 29)

high in relation to other lines of employment. Pressure for wage increases, at this time, comes on top of relatively large advances starting back in 1946. Unlike many industries, radio has experienced steadily rising operating cost ratios over the past five years, with the rising payroll being a significant contributing factor. The year 1950 witnessed the highest ratio of operating expenses to income in the history of broadcasting; 1951 may be even higher."

Pressure to move wages, materials and service costs to higher levels will continue so long as the national defense program continues, Mr. Doherty said, with many broadcasters in danger of being caught in the squeeze between higher operating costs and lower income.

"Radio is today the only important segment of American industry which is experiencing any semblance of a decline in the price of its service or commodity," he said. "Probably never before in the history of radio has the challenge to station management been so great."

Five impacts on radio operations from the defense economy, according to Mr. Doherty, are pressure for a gradual upward trend in wages; labor shortages; material and equipment shortages, with rising costs; higher taxes on profits; threats of taxes and/or limitations on advertising expenditures.

He said these problems can best be met through industry cooperation, as provided by NARTB.

Telefile

(Continued from page 60)

ing the fall and winter, sponsored six telecasts weekly of WFAA's famed *Early Birds* radio gang, and, during the spring and summer, the firm is sponsoring Sunday home games of the Dallas Eagles baseball team.

One of the oldest locals on the station is Capitol Distributors' (Admiral TV sets) *Canine Comment*, 15-minute pedigree parade with David Wade presiding. TV toastmaster for the Dallas-Fort Worth area is Bob Stanford, who in his nightly spot has sold Admiral and Raytheon TV receivers and now Fritos.

A still longer list of promotion could be unraveled, such as the *Miss Zenith Television* contest (to select the North Texas competitor for the national vying) or a Christmas season drive.

WFAA-TV uses radio live talent in its telecasting operations with success. The TV and AM stations are housed in different sections of Dallas; radio in penthouse studios in the center of town and the TV operation located on a main highway artery some distance away.

To tie-in this spaced arrangement, announcer shifts were set up to acquaint TV personnel with radio operations and vice versa. Then, shows were built to accommodate the talent performing both commercially and sustaining.

This integration of entertainment personnel carries over to the production and administrative side. The realignment was completed last December when Ralph W. Nimmons, formerly in charge of WFAA national sales and assistant manager of the station, became WFAA-TV manager.

E. M. Dealey is president of the *Dallas Morning News* and of WFAA-AM-TV. James M. Moroney is *News* vice president and secretary and in charge of its radio-TV properties.

General manager of all *News* broadcast properties is Martin B. Campbell. Raymond J. Collins, assistant manager of the broadcast holdings, is in charge of technical operations. Alex Keese, another

ON THE BALL . . .
Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.

DOUBLE HEADER . . .
WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread bonus of 50,000 FM sets.

A HOME RUN . . .
Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.

GET ON BASE . . .
Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television in Grand Rapids.

Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.

WLAV exclusively for the Tigers

For availabilities call JOHN PEARSON CO.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.
Kansas City, Missouri

assistant manager in the broadcast set-up, is in charge of radio and TV regional sales, assisted by Ralph Widman and Bob Scott, who concentrate on video.

Ashley Dawes is production director of WFAA-TV. Larry DuPont is news and special events director; Carlos Dodd, TV technical supervisor, and Ray Huffer, formerly with the radio operation, stage manager.

Claudine Shannon occupies the continuity chair, a position she previously held at WFAA radio. Alice McCord, another WFAA veteran, supervises the traffic operation. Howard Anderson is director of the film department.

WFAA-TV, which carries programs from the NBC, ABC and DuMont networks and is North Texas outlet for Paramount, operates on Channel 8 (180-186 mc) with 13.5 kw aural and 27.1 kw visual power.

An illustration of its programming is taken for the week May 13 when the station totaled 61 hours on the air—31 hours consisted of network programming and 21 hours of live telecasts. The remainder was non-network film. Mr. Nimmons expects the station to be on the air at 10 a.m., and to run through midnight, by early winter.

New era will be ushered into southwest telecasting when the coaxial cable arrives. Messrs. Nimmons and Campbell predict this will come about the fall of next year.

WFAA-TV is also an example of a station that has come into the black side of the ledger in its operation.

Its television plant is located in a compact cream brick building which had been built with only one studio. An addition to the building, estimated at a cost of $100,000, will make available another studio, extra storage space (for props and scenery) and a special room for set construction.

This expenditure added to the original purchase price when WFAA-TV came into being makes the cost $675,000. To this can be added another $35,000 spent in remodeling existing facilities and maintenance, plus a $50,000 investment in a film studio, to a total $860,000 investment.

WFAA-TV's equipment boasts a $95,000 DuMont telecruiser. An expected 25% growth of the present 61 member TV staff also will include plans of both Mr. Dodd and Mr. Collins to expand technical aid with a full-time remote crew, thus being able to handle four remotes weekly after June 1.

The film production unit at the station is under the direction of Victor L. Duncan. Publicity is handled by Harry L. Koenigsberg with Jane Cockrell, his assistant. Wyona Portwood directs sales promotion. Her assistant is Joyce Wilbur.

Film Unit

The film unit specializes in video commercial announcements. It is equipped to make films of live action—interior or exterior; sound or silent — semi-animation, full-scale animation, animated small-object photography, varied photographic effects prevalent in 20-second or one-minute spots, and also five-minute or longer sound productions.

According to Mr. Campbell:

"Unlike radio, where the principal broadcasting stations meet FCC standards for primary coverage in both Dallas and Fort Worth, the two markets are separate under FCC standards in that the two television stations in Dallas and the one in Fort Worth render primary service only in the home city of the stations.

"The Dallas stations have some coverage in Fort Worth, just as the Fort Worth station has some coverage in Dallas; but under the 'strongest signal' formula advanced by NBC, and now pretty generally accepted, the Dallas market is 50% greater in population and total wealth than the Fort Worth market.

"Television set distribution pretty well reflects this difference in the Dallas 'strongest signal' area, with 61.8% of the receiving sets as compared to the 38.2% in the smaller Fort Worth area."

Compares Media

And for radio as compared to TV, Mr. Campbell remarks: "We expect television to attract many new advertisers to itself. The national advertisers are, in some cases, switching from radio and perhaps other media; but we really expect the bulk of our local money to come from advertisers who have not used radio very extensively, if at all."

Radio, he says, is not "a dying media." Mr. Campbell feels complete TV saturation in the station's market area "would only reduce the potential audience of WFAA Radio by 15%."

Of rates, Mr. Campbell says WFAA-TV is a firm advocate of a "one-rate policy in television. While we are handicapped by dual rate cards of other television stations, we put in a rate increase on April 1, and we expect to continue to increase rates as the market and set distribution justifies it."

WDRC
HARTFORD & CONNECTICUT
WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

Advertisement

From where I sit *by* Joe Marsh

The Cow That Can't "Run Dry"

Sandy Johnson showed me his Jersey cows last week. It was a warm day and they were all under the trees near a watering trough.

And darned if one cow wasn't pumping water into the trough! It's a fact—she'd raise the pump handle with her nose, and use her throat to push it down again.

"That's Mabel," Sandy said as she moved away. "Sometimes they drink that trough dry, and she's learned to fill it. But she doesn't know her own strength—turns the place into a swamp if we don't watch her."

From where I sit, Mabel isn't the only one who sometimes doesn't know where to stop. For instance, people often carry personal opinions too far—like the person who wants everyone to accept *his* choice of political parties, or ballplayers . . . or beverages. I prefer a glass of beer with my meals. I know that a lot of other people prefer milk. But nobody ought to insist on "herding" others around to his way of thinking.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

'MEDIAMETER' 'Attentive' Time Measured By New Hooper Service

MANY BROADCASTERS of late reportedly have felt themselves unfairly used by the research services they have supported. By entering into measurements of TV as well as radio audiences, these research firms have, the radio station men feel, spotlighted the loss of audiences from radio to television without doing anything to point out to buyers that while a family watching TV is not listening to radio, neither is it reading a newspaper or magazine.

C. E. Hooper Inc. has now come up with a new service designed to appease the complaints of the radio executives.

Called the "Mediameter"—first Hooper service not to incorporate the founder's name into its title, but nonetheless a name on which the company has taken steps to secure full legal protection—this new service is designed to measure the number of minutes of "personal attentive time" the American public devotes to newspapers, magazines, radio and television.

Confined to at-home exposure to these four media, which will be measured by the common denominator of minutes of attentive time, the new service was described by C. E. Hooper, president of the research firm, as an extension to four media of the "minutes of listening" calibration his company has long used in radio audience reporting.

Announcing his newest service May 16 at a meeting of the Media Men's Assn. in New York, Mr. Hooper explained that the indexes of attentiveness per home for each medium is expressed in terms of minutes of attentiveness for each individual, in addition to a family measure. For example, he said, if four persons in a home are watching TV while a fifth is reading a magazine, this four-to-one ratio will be reflected in the report.

He proposed that the reports be developed in the country's 100 largest cities on a three-times-a-year frequency, covering the time between 8 a.m. and 11 p.m., seven days a week. He is offering the service on a participation plan with the goal of securing the 100 largest advertisers as subscribers.

Data for the Mediameter measurements are collected by the telephone coincidental method, calls being made continuously from 8 a.m. to 11 p.m., Sunday through Saturday.

Interviewer starts each call with an overall question: "Was someone in your home listening to the radio, looking at television, reading a magazine or reading a newspaper when the phone rang just now?" Then each media is covered with separate questions covering the number of men, women and children attending to the medium, the name of the radio or TV program or programs, newspaper or newspapers, magazine or magazines receiving that attention.

The figures, collected continuously in random homes, can be used to measure duplication within a medium (number reading the same newspaper), between media (those reading different newspapers), and to show the average exposure to each medium at all times.

For instance, if 5% of the families called during an hour reported some magazine reading and the average of persons reading magazines were 1.2 per home, that multipying 60 minutes by 5% by 1.2 would give 3.6 minutes as the average time per home devoted to magazine reading during that hour. The technique is the same as that which has long been used to determine average sets-in-use figures for radio, Mr. Hooper explained. They can be figured by hours of the day, days of the week, average for the week and week-long total, he said.

Service Functions

Referring to the function of the Mediameter service, Mr. Hooper said: "This is no measure of comparative media effectiveness. Rather it is a measure of public exposure to each medium. It is the function of the advertiser to interpret the significance of its results between media and of the trends revealed within media in the periodic surveys. Our position is the one we always occupy, responsible for accuracy and statistical reliability in the measurement itself."

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION
"SOUPY" HINES
Stirs up new business for happy advertisers twice a day—6:00 to 8:30 a.m. and 3:30 to 5:30 p.m.
SOUPY HINES
DAILY DOUBLE for WINNING SALES
JACK CLIFTON
Spins the platters every day from 1:30 to 3:30 p.m. on "Clifton's House Party." A hit with housewives—and advertisers.
WJW
CLEVELAND'S Chief STATION
WJW
5000 W.
WJW BUILDING
BASIC ABC
CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

RFE ADVISOR

Duffield Lands in Munich

ROBERT G. DUFFIELD, manager of WOWO Fort Wayne, Ind., has arrived in Munich to serve as a consultant to Radio Free Europe.

Mr. Duffield

On six weeks leave from Westinghouse Radio Stations Inc., Mr. Duffield will study radio and transmitter installations, methods of operation and help plan improvements.

His experience in all phases of broadcast operation dates from his joining Westinghouse in 1927 at KYW (then in Chicago; now in Philadelphia). Mr. Duffield has served in all the Westinghouse stations except KEX Portland, Ore.

Prior to flying to Germany, Mr. Duffield arranged a communication schedule via amateur radio with H. W. Jones, manager of the Far Eastern Sales Dept. of the Westinghouse International Co. in New York, to keep up with happenings here.

In Munich, he is accompanied by Mrs. Duffield. Before returning home, they plan to visit Spain and Portugal.

BASEBALL SUIT

KFSB Files New Charges

KFSB Joplin, Mo., has dropped its original injunction suit to restrain interference with broadcast of St. Louis Cardinals baseball games [BROADCASTING • TELECASTING, May 21]. However, the station has filed a new injunction and damage suit directed solely against the Joplin Baseball Corp. and its director.

The original suit not only named the Joplin team, but also the Cardinals, Griesedieck Brewing Co. and Ruthrauff & Ryan. These four defendants had filed motions to dismiss on grounds that the court lacked jurisdiction in any such case involving anti-trust laws.

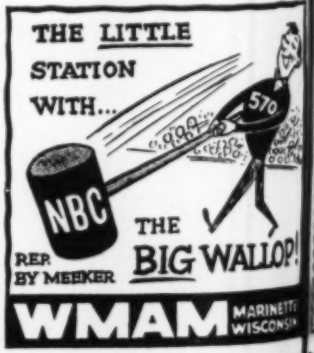
In the new action, KFSB asks $10,000 damages resulting from an interruption to a May 8 Cardinal broadcast on the station. Also sought is a mandatory injunction against further interference.

ALASKA BUSINESS

Contracts Signed in New York

MIDNIGHT SUN BROADCASTING CO., licensee of KFAR Fairbanks and KENI Anchorage, Alaska, through Adam J. Young Jr., New York, is to carry *Life Can Be Beautiful* (NBC, 3-3:15 p.m., Monday-Friday). Show is sponsored by Procter & Gamble's Tide through Benton & Bowles, New York, and will be transcribed on two-weeks delayed basis and rebroadcast 3-3:15 p.m., Alaska time.

Spot business contracts also going to the Midnight Sun stations during the past month are: Procter & Gamble's Joy through Biow Co., New York, two one-minute daytime spots, Monday - Friday; J. B. Williams Shaving Cream through J. Walter Thompson, New York, one half-minute daytime spot, Monday-Friday; Hills Brothers' Coffee through N. W. Ayer, New York, one one-minute daytime spot, Monday - Friday, and Whitehall Pharmacal (Anacin, Heet, Bisodol Mints) through John Murray Adv., New York, one half-minute spot Monday-Friday, effective June 1.



Open Mike

(Continued from page 18)

programs are better than ever. Better programming at the right time for the right section of the country has been made possible through the modern miracle of the high-quality tape recorder . . . What local station is there which can produce a musical show from any transcribed or recorded library and have it compare with the high professional polish of a taped network show? What local station has the time to devote to such individual shows? What local stations can afford to pay a Don Wilson or a Del Sharbutt to announce its shows?

The four major networks have definitely *not* "degenerated into network transcription libraries for overpaid talent." Show me a transcription service which can compete with the recency of network shows on a year-around basis? . . . So the show was taped . . . So what!

Robert F. Concie
Program Director
KBKH Pullman, Wash.

* * *

Dissenter

EDITOR:

Without arguing the merits of the Richards case, I nevertheless take exception to the main point of your editorial, "Who Complained?" [May 21]. Your point is, as I interpret the editorial, that if the public hasn't complained, then there is no real complaint in existence.

How is the public to know whether or not a story is slanted unless they devote themselves to exhaustive reading and research in a great many subjects, something few do? After 12 years in the radio business, I submit that I have seen stations whose newscasting was sloppy and indifferent, stations whose newscasting was conscientious . . . but for the most part the public was more concerned with delivery and voice than content. They will believe as gospel most of what they hear. The responsibility is with the owner to see that his newscasts present the true picture, not with the public to detect any slanting and complain about it . . .

Bill Erin
Program Director
WKLJ Sparta, Wis.

* * *

Ignore P.I.'s?

EDITOR:

I think criticism of your method of blasting P.I. deals is in order. Apparently every time you amass a sufficient collection you print a long article with full details on each deal . . . It seems to me that we are defeating our own purposes by giving these chiselers free publicity. . . .

At WCOJ no further notice is taken of these offers than to deposit them gingerly in the circular file. We do not waste our time and stationery, and I suggest that you do the same. Your space could better be used in general editorials against these shady sharpshooters.

Louis N. Seltzer
Secretary & Chief Engineer
WCOJ Coatesville, Pa.

[EDITOR'S NOTE: Our function, as we see it, is to report all the news, including the bad. As a news journal, we would be following a wishful policy indeed if we chose to ignore P.I.'s in the hope that while our back was turned they would somehow go away.]

* * *

An A.M.A. for Radio

EDITOR:

We have again arrived at that time of year when radio stations begin to beat the brush for summer replacements . . . and out run high school seniors, unemployed salesmen and college playboys who are enamored of the "glamor" of radio. The small stations can hire these misfits at a low rate . . . What's to be done about the summer replacement problem? . . .

Isn't it about time we really made radio a profession? . . . We should set up professional standards, a process of registration. We who depend on radio for our daily bread need protection from those to whom radio is merely a glamorous pastime. . . .

It would be to the advantage of management to cooperate in the plan for putting the radio industry on a professional status. They would thus be assured of a ready supply of experienced and air-wise personnel. As for admitting new members to the profession, they would have the opportunity of proving their worth through regional auditions and examinations, supervised and conducted by a board made up of actively employed radio personnel and executives, assisted by officials of accredited schools. . . .

Dave Mohr
WARA Attleboro, Mass.

KPMO Pomona, Calif., joins Southern California Broadcasters Assn., Hollywood.

KUOA
SILOAM SPRINGS, ARK.
ONE OF THIS WEEK'S ADVERTISERS
WILDROOT
5000 WATTS
M.B.S. AFFILIATE
Serving 4-State Area
Mo. Ark. Kan. Okla.
Associated With KGER
Long Beach, Calif.

RCA TUBES

The standard of comparison

Solid Service . . . assured!

Your RCA Tube Distributor is set up to handle calls for tubes in minimum time. He knows the "angles" in your field . . . talks tube language. And he's established in the business. By all means, take advantage of his experience. He's as near as your telephone.

And speaking of solid service . . . the vhf tetrode pictured here . . . is a top performer when it comes to FM and TV operations. RCA 4-125A/4D21 is but one in RCA's complete line of tubes meeting each and every broadcast station's need.

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES **HARRISON, N.J.**

NEW KMBC HOME

Celebration Marks Opening

ARTHUR B. CHURCH's month-long anniversary celebration was climaxed May 19 with the opening of a new million-dollar KMBC Bldg. in Kansas City, Mo. [BROADCASTING • TELECASTING, May 21]. The four story building covers a block in downtown Kansas City and houses a 2,600-seat theatre to be known as the TV-Playhouse.

Mr. Church, president and founder of the KMBC-KFRM Kansas City team, was honored through a celebration entitled, "30 Years and 30 Days," which began April 21. The 30 years represents the length of Mr. Church's association with broadcasting.

Some 13,000 visitors were conducted through the KMBC Bldg. by staff members. Products and services of every KMBC-KFRM advertisers were merchandised with displays along the route of the public tour. The official dedication, an hour-long broadcast, was presented from the stage of the TV-Playhouse. Attending the broadcast were 600 invited guests and about 2,000 public spectators who had written for tickets.

At 7:30 p.m., the *Brush Creek Follies* had its 1951 premiere from the TV-Playhouse. The first half-hour was carried coast-to-coast by CBS. KMBC television cameras—the station has purchased TV equipment for future use—picked up the show, piping it by cable to sets in the huge KMBC television studio where it was viewed by several hundred persons.

Following the KMBC dedication ceremony, 75 guests were entertained at a buffet luncheon on the fourth floor of the building. Among them were (l to r) Mr. Church; Forrest C. Smith, Missouri governor; Kearney Wornall, vice president, City National Bank & Trust Co., and H. Preston Peters, president of Free & Peters Inc. In the background is R. Crosby Kemper, president of the City National Bank & Trust Co.

* * *

The new building has a total floor-space of 100,000 square feet, and also houses the local bureau of United Press Assn. Negotiations are under way for tenancy of other available space.

Name of the building was chosen after a contest conducted within the radio and advertising trades. Grand winner of the contest was Gene Duckwall, Foote, Cone & Belding, Los Angeles. Other winners were:

W. B. Wisdom, New Orleans; R. A. Selness, White Labs Inc., Newark, N. J.; Dave Dexter, Potts-Turnbull Adv., Kansas City; Kent Thomas, Curt Freiberger & Co., Denver; Tech. Sergeant B. G. Oman Jr., Camp Lejeune, N. C.; John A. Fels, Silver Spring, Md.; Sol Taishoff, BROADCASTING • TELECASTING, Washington; Arthur Poppenberg, International News Service, New York; Aubrey Williams, Fitzgerald Adv. Agency, New Orleans, and Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles, New York.

Judges for the contest were Herbert H. Wilson, chairman, president of Kansas City's Centennial Assn.; Bruce B. Brewer, president, Bruce H. Brewer & Co.; R. J. Potts, president, R. J. Potts-Calkins & Holden; William J. Krebs, president, Potts-Turnbull Adv.; William B. Terry, president, Wm. B. Terry Organizations Inc., and James M. Kemper, chairman of Downtown Committee.

INCENTIVE PLAN

Extended by RCA

NET INCOME required of RCA Victor Div. of RCA before its management incentive compensation plan goes into effect has been increased from $5.4 million for 1950 to $6,160,000 for 1951, SEC records showed May 18. The limit on the aggregate amount of incentive compensation payable under the plan also has been increased from $950,000 for 1950 to $1,050,000 for 1951, it was disclosed.

Incentive plans for 1950 were continued into 1951 for NBC, RCA Labs Div., RCA International Div., RCA Communications and Radiomarine Corp. of America, with provision that no RCA director or officer "has been designated eligible to receive incentive compensation for the year 1951" from any of the divisions. This was understood to have the effect of preventing top officials of various divisions from setting their own bonuses.

NARND UNIT

Ray Heads 'Freedom' Panel

NATIONAL ASSN. of Radio News Directors has named Bill Ray, NBC Chicago chief of news and special events, to serve as chairman of its committee on freedom of information in radio and television. This was announced May 17 by President Ben Chatfield, news editor of WMAZ Macon, Ga.

Mr. Ray and his committee will attempt to obtain access to radio and TV news, and especially the right to broadcast and telecast legislative sessions, committee hearings, courtroom trials and other public functions of government. His group will gather information on the status quo of radio and television broadcasts of such proceedings in each locality, and negotiate with public officials.

Other news directors on the committee are Pat Flaherty, KPRC Houston; Ken Miller, KVOO Tulsa; Glenn L. Farrington, WTAX Springfield, Ill.; A. G. Cannings, CKWK Vancouver, B.C.; Paul Ziemer, WKBH LaCrosse, Wis.; Monroe Benton, WNYC New York; Jack Griffin, KWK St. Louis; Ron Cochran, CBS Washington; Pat Cullen, KHQ Spokane; Jesse Helms, WRAL Raleigh; Jack Kreueger, WTMJ Milwaukee; Charles Roeder, WCBM Baltimore, and Jack Beck, KNX Hollywood.

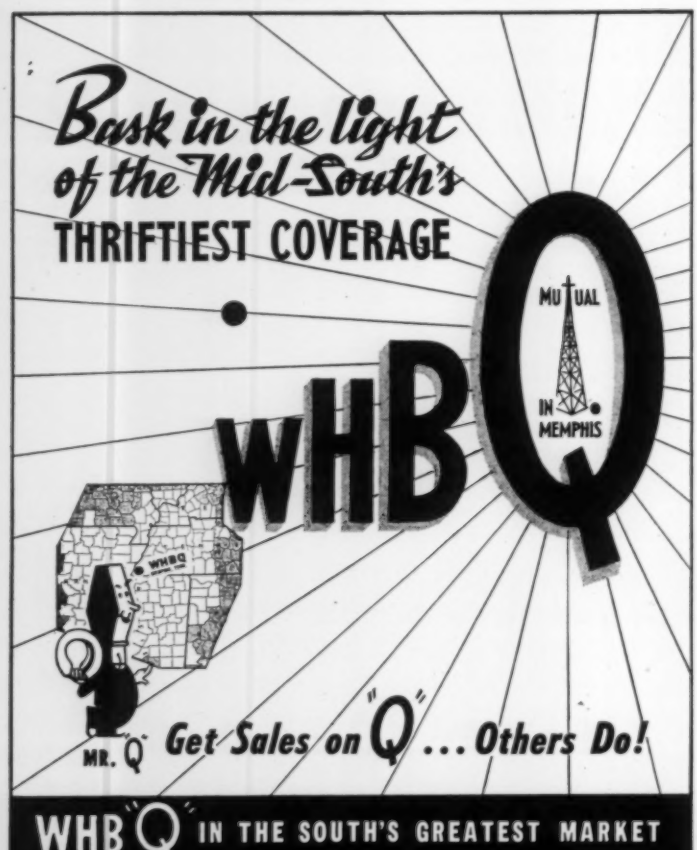
OTTAWA OUTLET

New Daytimer Recommended

NEW AM station at Ottawa, Ill., on 1430 kc with 500 w daytime, was recommended in an initial decision reported by FCC last Tuesday. Proposed grantee is Carl H. Meyer, Chicago consulting engineer.

Hearing Examiner Leo Resnick found the proposed station "will not only bring a new service to an area of 3,282 square miles and a population of 172,564, but will provide . . . Ottawa . . . with its first standard broadcast station."

He found no interference would be caused to any other existing or proposed station, except to WOC Davenport, Iowa, "in a very small area already suffering interference from another station." The proposed Ottawa outlet, however, would suffer slight interference from two existing facilities, the examiner found, but held this should not preclude granting the new local service.



KIRX
KIRKSVILLE, MO.
NEVER HEARD OF KIRKSVILLE?
You must be from New York!
But, 100,000 North Missourians hear
of Kirksville every day, over KIRX!
Check our rate card. It's advertising's
best value!

air-casters

ROBERT J. McBRIDE Jr., promotion director WGH Newport News, Va., appointed program and promotion manager. **AMBERT DAIL**, announcing staff, appointed chief announcer.

MARJORIE TAYLOR, continuity editor WLAP Lexington, named continuity editor KXYZ Houston, replacing **CAROLINE GRAHAM**, who resigns to marry Kenneth Fitzgerald.

TED McKINSTRY, chief announcer KFDW Helena, Mont., named program director.

WINSLOW UEBEL, network sales promotion NBC Chicago, to program business department ABC Chicago.

CHARLES V. HUNTER, program director WJW Cleveland, called to active duty with Army. **BRUCE MacDONALD** to direct program department in his absence.

NAOMI RECTOR, traffic manager WPTR Albany, N. Y., appointed director of continuity and traffic operations, replacing **MICHAEL DANYLA** Jr., resigned (see AGENCY BEAT).

McDOWELL K. STARKEY appointed continuity editor KWFT Wichita Falls, Texas.

WILLIAM R. WORKMAN, TV program producer Navy's Special Devices Center, Sands Point, Long Island, N. Y., appointed producer CBS Public Affairs Dept. He will produce first of 13-program series, *It's Up To You*, Sat., 5:36-6 p.m., over CBS-TV, in behalf of Red Cross campaign to persuade one member of each household to take civilian defense first-aid emergency training course.

HOWARD ANDERSON named director film department WFAA-TV Dallas. He was with KDYL-TV Salt Lake City as news and special events director. **JOAN DANAHEY** named assistant director of film department and music librarian at WFAA-TV.

MAURY FERGUSON, announcer WKY-AM-TV Oklahoma City, resigns to freelance. He will continue to air several shows on WKY and will also broadcast three shows on KOTV(TV) Tulsa.

FRANK HARDEN, program director WIS Columbus, S. C., elected national director of United States Junior Chamber of Commerce.

BOB KERR, staff announcer KICK Springfield, Mo., to WDAF-TV Kansas City as announcer-newscaster.

ART BACA appointed to announcing staff KATL Houston, replacing **TED KNAPP**, called to active duty with Air Force.

WALTER TYRRELL, announcer WASH(FM) Washington, to WWDC-AM-FM Washington in same capacity.

ROLAND TWIGG, graduate Columbia Institute, Phila., to announcing staff WTUX Wilmington, Del.

LES TURNER, American folk music performer, to WBAL Baltimore as guitarist and song writer.

GEORGE WINTERS returns to WCKY Cincinnati as disc jockey. He replaces **DON DAVIS**, resigned. Mr. Winters has just completed tour of duty with Marine Corps. **DAN DAVIS** appointed to staff WCKY Cincinnati.

MARRIANE PYEATTE, accountant KIOA Siloam Springs, Ark., to KGER Long Beach, Calif., as assistant accountant.

JOHN MICHAELS, announcer WPAY Portsmouth, Ohio, to WVKO Columbus, Ohio, as disc jockey.

LEROY MORGAN, music rights department WRC Washington, to production department WNBW (TV) Washington. **RENE MARECHAL** page WRC, to music rights. **RAYMOND QUINN**, WAAB Worcester, Mass., to WRC Washington, as summer staff announcer.

L. T. LUMPKIN appointed TV production staff WSB-TV Atlanta.

CHARLIE STARKE, disc jockey WINS New York, named "one of the best dressed men in his field" by The Men's Fashion Pageant, Atlantic City, N. J. He also was selected as a judge in next year's contest.

FRED SHEVIN, Hollywood radio-TV writer, father of girl, May 18.

RITA LaROY, TV actress, starts new weekly half-hour *Glamour Session* on KNBH (TV) Hollywood.

BEVERLY BROWN, program director WNOE New Orleans, awarded Blue Ribbon for Americanism through youth betterment by area's American Legion Auxiliary. Mr. Brown selected in contest conducted by high school students who establish qualifications, stage elections and select winners. He was chosen for his "Ideal Boy and Girl" project and *Hilites*, youth participation programs.

BENNETT CERF, writer and publisher, will discuss his experiences in television and his upcoming fall show at final meeting this season of Chicago Television Council June 5. Regular luncheon meeting will take place in Dining Room 14 of the Palmer House hotel rather than the Tavern club because a large attendance is expected, according to President **FRED KILIAN**, ABC-TV. New officers for the next year will be elected.

BILL CARSON, meteorology instructor and former orchestra leader, to WTMJ-TV Milwaukee as weatherman for daily ten-minute weathercast program.

JACK PEARCE, producer KYW Philadelphia, father of boy, John J. III.

JEAN HERSHOLT, star of *Dr. Christian*, CBS, Wed., 8:30-9 p.m., who has willed his Hans Christian Andersen collection to the Library of Congress, presented catalogue of his collection to Luther H. Evans, Librarian of Congress, in Washington May 17.

GERALDINE WING, office manager KODY North Platte, Neb., elected president of North Platte Business and Professional Women's Club.

BOB FITZGERALD, continuity department KVSF Santa Fe, N. M., appointed to announcing and promotion staff. **GORDON KING**, part-time salesman and announcer, appointed full-time announcer and musical director. **JOHN ANDRE** named announcer-engineer. He was with KHSC Arcata, Calif.

DAGMAR, star of *Broadway Open House* on NBC-TV, voted "Miss Welder of 1951," by the National Eutectic Welders Club. The club elected Miss Dagmar as the "girl they would like most to weld with."

JACK GOLLY, member of "Starnoters" musical group WGN Chicago, father of daughter, Lisa Sue.

PETE JOHNSON associated with British motion picture studios, to KTTV (TV) Hollywood, as assistant to **TOM CORRADINE**, film director.

ELOISE REEVES, supervisor film operations division KECA-TV Los Angeles, appointed director of film programs for station, succeeding **GEORGE K. BOGGS**, resigned. She will also continue in her previous position. **JIM HORTON**, film department assistant, KECA-TV Los Angeles, June 16 leaves for England for six week assignment with independent film producer as advisor-consultant on series of half-hour films for U.S. distribution.

JOSEPH PARKER, producer *Al Jarvis Show* KLAC-TV Hollywood, and **MARILYN HARE**, TV actress, are parents of boy, Christopher Joseph, May 14.

FREEMAN LUSK, moderator *Freedom Forum* KLAC-TV Hollywood, and Ann Stair, married May 15.

GLORIA WILSON, RCA Indianapolis, to WMAQ-WNBQ (TV) Chicago, as writer in advertising and promotion.

LARRY GUTTER to WBBM Chicago writing staff. He was with W. E. Long, Harold Gingrich & Assoc. and Olian Advertising, Chicago agencies.

JACK NAYLOR appointed floor manager WGN Chicago.

AL OUIMET, co-ordinator of television for Canadian Broadcasting Corp., Montreal, taking three months leave of absence.

PETE STRAND, director WXYZ-TV, acted as community consultant for 11th Annual Community Careers Conference held by Wayne U. Mr. Strand participated in forum discussing television.

EDWIN BAILEY, Hollywood producer CBS *Truth or Consequences*, father of girl May 12.

News . . .

DICK RIFENBURG, announcer WJR Detroit, to sports announcing staff WBEN Buffalo. He was selected end on 1948 All-American football team. Mr. Rifenburg fills in for **RALPH HUBBELL**, sports director WBEN, now taking prolonged rest at Newton Memorial Hospital, Cassadaga, N. Y.

HAL NEWELL, television sports announcer WXEL Cleveland, to WERE Cleveland as sports commentator.

FRANK SOMMERKAMP, student Xavier U. and Sunday news editor WCKY Cincinnati, appointed sports editor Xavier *News*.

GRANT HOLCOMB, newscaster CBS Hollywood, returns to work following recovery from injuries sustained in auto accident.

JACK KNELL, director news and special events WBT Charlotte, N. C., played role of Elwood P. Dowd in Charlotte Little Theatre's presentation of "Harvey."

THOMAS GEOGHEGAN, press chief WRC Washington, to New York for NBC promotion department seminar and conference.

JESS PRICE, reporter and staff writer *Jamestown Sun*, Jamestown, N. Y., appointed news editor WJTN Jamestown. He succeeds **RAY FINCH**, named radio editor *Buffalo Evening News*, Buffalo.

GLORIA ROGERSON, women's commentator WWVA Wheeling, W. Va., named as one of the winners in Women's Radio Commentators contest on *Wendy Warren* show over CBS.

SIDNEY G. PIETZSCH, news editor WFAA Dallas promoted to rank of major in Texas National Guard. He is public information officer for 49th Armored Div., headquartered in Dallas.

GEORGE HERMAN named chief of CBS Tokyo Bureau and **JACK WALTERS**, New York, and **ROBERT C. PIERPOINT**, Stockholm, assigned to Tokyo. Rotation trips home from Tokyo for Mr. Herman, whom **ROBERT P. MARTIN** will replace temporarily, and **JOHN J. JEFFERSON** also were announced.

JOHN FRANKLIN, news commentator KYW Philadelphia, father of girl, Candida.

JACK MORAN, sports director WMON Montgomery, W. Va., to KVER Albuquerque in same capacity.

JIM SCOTT, news director WKBR Manchester, N. H., father of daughter, Morgan Erica.

PAUL JONAS, sports director MBS, and **AL HELFER**, sportscaster MBS, recently received membership in Million Mile Club of United Airlines.

KEN DUNHAM, newswriter KCBS San Francisco, and **ROLAND SMITH**, engineer KCBS, flew to Honolulu last week to tape series on Hawaiian defenses for CBS.

AWARDS dinner of Academy of Radio & Television Arts was occasion for reminiscence among (l to r) Hubbell Robinson, CBS v. p.; Stanley Hope, Esso Standard Oil Co.; N. Y. Gov. Tom Dewey, and Curt Peterson, Marschalk & Pratt. Messrs, Dewey and Peterson and Mrs. Dewey took vocal lessons from same teacher 27 years ago.

RADIO's success as "door-opener" for Kirby Home Renovator. salesmen is described by Charles P. Mankus (r), Kirby Fairfield County branch manager, who literally "sweeps up sales" during interview with Philip Merryman, WLIZ Bridgeport gen. mgr. He has advertised on WLIZ since '49.

AT SESSION of City Business Club, Benedict Gimbel Jr. (r), WIP Philadelphia pres., was honored with award of merit in presence of Mrs. Nellie T. Ross, U. S. Treasury, and Arthur M. Williams, club pres. Award cited installation of special lines and Kefauver hearing coverage.

RECIPIENTS of Denver Press Club's two first-place awards for spot news reporting and discussion program were Jim Bennett (l) and Sheldon Peterson (r), respectively, KLZ Denver newsroom. Judge David Brofman of DPC board of directors presents plaques to the two radio winners.

NEW 45 record equipment installed by WFIL Philadelphia is inspected by Roger W. Clipp (center), gen. mgr., *Inquirer* stations, and Thomas F. Joyce (l), exec. v. p. and gen. mgr., Raymond Rosen & Co., RCA Victor dist., and J. B. Elliott, v. p. in charge, RCA Victor Consumer Products.

PREVIEW showing of *Bold Venture* was held by WKRC Cincinnati, Frederic Ziv and Pfeiffer Beer for distributor-salesmen. L to r: Edward Broman, Ziv div. sls. mgr.; Leo Coe, Pfeiffer; Joel W. Stovall, WKRC sls. mgr.; Michael Ocelvany, Pfeiffer; Don Farrell and William Hamon Jr., salesmen.

LOCAL COVERAGE

FCC Issues Warning

INDICATION that FCC will crack down on suburban stations claiming coverage of wide metropolitan areas was seen in a ruling granting a construction permit for a new local station in Burbank, Calif.

In granting the application of Broadcasters of Burbank for a 250 w unlimited time outlet on 1490 kc, the FCC stated: "It will be clearly understood that we are authorizing this station to serve the city of Burbank and it is expected that the station will be programmed for that city, announced as a Burbank station and that there will be no intimation that the metropolitan area is being served."

The facilities granted for the new station are those relinquished by KWIK Burbank, revoked by final order of the Commission earlier this year on grounds of transfer of control without FCC approval [BROADCASTING • TELECASTING, Jan. 29].

Broadcasters of Burbank is a partnership composed of the following: Walter W. Mansfield, real estate business, 20% owner; Albert S. Hall, real estate, 20%; Floyd J. Jolley, used car dealer, 40%, and Arthur J. Crowley, attorney, 20%.

In its memorandum opinion and order accompanying the grant, FCC pointed out that a Class IV station is "designed to render primary service only to a city or town outside a metropolitan district and the suburban and rural areas contiguous thereto. In general, as in this case [Burbank] a Class IV station cannot provide service to a metropolitan district because of the coverage limitation imposed on this class of station by power restriction and by interference from other stations of the same class."

The opinion noted KWIK had been the only local outlet in Burbank, which grew from a population of 34,337 in 1940 to 78,318 in 1950. Continuing, the memorandum opinion stated in part:

. . . The city is located some distance from the center of the principal city of this metropolitan district, has a large business district, a completely separate local government and a large number of independent civic, social and cultural organizations. Among the latter organizations are the Senior Symphony Orchestra, Youth Symphony Orchestra, Theatre Guild and Choral Clubs, all organizations providing a rich source for local live programs and organizations among those which should be afforded on opportunity for community self-expression.

In the instant case members of the applicant have represented to the Commission that due to local residence or personal interest in the city of Burbank, their sole interest in acquiring this facility is to provide a needed local service to that city. The applicant has also represented to the Commission that the station will make every possible effort to provide this service and to afford the many organizations of the city of Burbank opportunity for local self-expression.

In view of the above matters, we believe a grant of the instant application would be in the public interest despite the failure to provide service to the metropolitan district in accordance with the recommendation of the Commission's Standards. The application meets the requirements of the Commission's Rules and Standards in all other respects. The proposal will provide fully and satisfactory service under the Standards to the city of Burbank, California, which presently has no local standard broadcast service.

From the foregoing, it will be clearly understood that we are authorizing this station to serve the city of Burbank and it is expected that the station will be programmed for that city, announced as a Burbank station and that there will be no intimation that the metropolitan area is being served.

DISASTER PLANS

Explains Requirements

A COMMUNICATIONS plan is required with applications for authorizations in the Disaster Communication Service, the FCC has announced. The plan must outline the function which a station would serve and how it would go about fulfilling that function.

Whenever such a plan has been approved by FCC, other applicants in the area need not furnish a copy of the plan but they must refer to the plan on file, identify it clearly and explain the manner in which the applicant would participate in that plan, the FCC added. An earlier story outlining disaster service requirements was carried in BROADCASTING • TELECASTING, Feb. 26.

AMATEUR GROUP

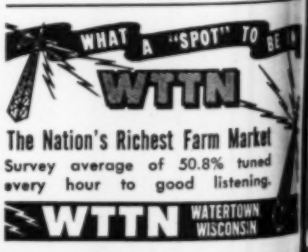
Formed as N. Y. Defense Step

ORGANIZATION of a statewide amateur voice-and-code radio network in New York State, to parallel and supplement commercial communication facilities in case of atomic attack, was announced last week in New York. An estimated 8,000 "ham" operators within the state were urged to join.

Col. Lawrence Wilkinson, acting chairman and director of the State Civil Defense Commission, urged 104 county and city CD directors to enlist amateurs in their respective areas.

The "hams" will be enrolled in the New York State Civil Defense Amateur Radio Service, which will be supervised by Vincent T. Kenney, communications officer, Amateur Radio Div., himself an amateur operator. The NYSCDARS will be built around a trained nucleus obtained from the New York members of the Amateur Radio Emergency Corps, an affiliate of the American Radio Relay League, the radio operators' national organization.

"Using their own equipment," Col. Wilkinson said, "it will be the duty of amateur radio operators to maintain a communications system to serve in their area, as well as to form a statewide network of radio stations."


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN WISCONSIN

MEDIA WAR? *Canada Publishers Nettled By Low-Rate Radio Report*

IMPACT OF the Canadian broadcasting industry's "The Inter-Media Story" report [BROADCASTING • TELECASTING, May 7], showing the lower cost of radio as compared to publications, threatens a rift in the Canadian broadcasting industry and an inter-media rate war. Publication interests are understood to have told the broadcasting industry that its report will have advertisers demanding more research on readership, a costly undertaking.

Meetings of directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. is to take place this week or in mid-June at Toronto to iron out some of the difficulties which publication interests claim have arisen from "The Inter-Media Story." Figures used in the report were those of the Bureau of Broadcast Measurement and Audit Bureau of Circulation. A preliminary mimeographed form of "The Inter-Media Story" has been distributed by the Canadian Assn. of Broadcasters to all Canadian advertising agencies and major Canadian advertisers.

While there have been no official statements issued by either side, it is learned on the highest authority that pressure is being brought to bear by newspaper-owned radio stations to modify the report before it is issued in its final form, as it shows the cost of radio time far lower than that of newspaper space throughout Canada. Close to a third of the CAB membership represents newspaper-owned or controlled stations, and there has even been a threat that newspaper-owned stations may withdraw from the CAB if the report is not modified. This would affect all phases of the Canadian broadcasting industry, as there are newspaper-owned stations throughout Canada, though most are centered in Ontario and Quebec provinces where the bulk of Canada's population is concentrated.

Canadian broadcasting has never had a serious internal squabble, most privately-owned stations being united in the possible ramifications of the government-owned system which administers Canadian radio legislation. But "The Inter-Media Story" threatens to split the Canadian industry into three groups — government-owned stations of Canadian Broadcasting Corp., newspaper-owned stations and independent stations. Newspapers owning majority shares in radio stations in Canada for the most part still look on the radio station as a secondary interest, with the older newspaper as the main source of income.

Just how important "The Inter-Media Story" report is can best be gauged from letters received by CAB's sales director, Pat Freeman, from people throughout the industry in Canada and the United States. Said Maurice B. Mitchell, Associated Program Service, New York, in part:

I think this is wonderful material. You are establishing a wonderful framework in which to build the second argument you will have to create when television really begins to cut into radio audiences in Canada. The conditioning job which you are now doing should have been done in the United States 10 years ago.

William B. Ryan, BAB, New York, stated:

I am tremendously interested in your approach to the problem of competitive selling. With particular reference to the demand for rate reductions, I am looking for a solid sales promotion base so I will be spending considerable time analyzing your procedure.

From Ted Campeau, CKLW Windsor-Detroit, comes the reflection that "there would have been no discussion on the part of American networks for rate reductions if this powerful story of yours had been told in the United States as well as in Canada."

"You have turned out a hard hitting and exceptionally thorough comparative analysis", wrote Oscar Katz, CBS director of research.

"We now have something down in black and white to show people what a good buy radio really is," stated Timebuyer Robert Amos, F. H. Hayhurst Co. Ltd., Toronto.

On hand for the opening of the Radio-Canada Bldg. were, front row (l to r), E. A. Weir, CBC commercial manager, Toronto; A. G. Haley, ABC, Washington; Donald Manson, CBC Ottawa; Marcel Ouimet, director of the CBS French network, Montreal. Back row, Phil Lalonde, manager, CKAC Montreal; Vic George, manager, CFCF Montreal, and George Young, CBC director of station relations, Toronto.

* * *

Dignitaries galore attended the opening of the new Radio-Canada Bldg. Front row (l to r) Camillien Houde, Montreal mayor; Dr. McCann; Dr. Frigon; Archbishop Paul-Emile Leger, of Montreal, and Edouard Rinfret, Postmaster General of Canada.

* * *

CBC BUILDING

Gala Opening in Montreal

OVER A THOUSAND Canadian and American radio, government and business officials attended the official opening May 18 of Canadian Broadcasting Corp.'s new $4.5 million Radio Canada Bldg. in downtown Montreal.

Members of the foreign diplomatic corps at Ottawa and Montreal were shown through the building where CBC originates broadcasts in 14 languages for airing by shortwave to Europe and Latin America. Advertising agency officials and advertisers were shown studios, master control room and master recording room.

The proceedings were telecast by closed circuit from cameras at various vantage points in the building to receivers stationed throughout the ground floor of the 12-story structure. It was Montreal's first important TV demonstration.

Ceremony speakers included Dr. J. J. McCann, Canadian Minister of National Revenue, under whose jurisdiction comes the CBC; A. D. Dunton, chairman of the board of the CBC, and Dr. Augustin Frigon, CBC general manager.

Exterior of the building on Dorchester St. has large windows giving full view of the ornate marble entrance lobby which features a huge map of Canada painted on one plywood wall, and also has four window displays showing various CBC services.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

JOHN D. LANGLOIS appointed general sales manager of Lang-Worth Feature Programs Inc., N. Y. transcription firm, following resignation of **PIERRE WEIS,** (see separate story in this issue). At same time, **C. L. LANGLOIS Sr.,** president, announced inauguration of broad and aggressive campaign with advertisers and agencies to increase commercial AM broadcasting for Lang-Worth local-station customers.

STANDARD RADIO TRANSCRIPTIONS, Hollywood have signed twenty-seven radio stations for Standard Program Library since Jan. 1, according to Gerald King, president. Company also announced signing of Lorraine Cugat, vocalist and orchestra leader, for series of transcriptions. Firm also signs "The Whippoorwills" with Georgia Brown instrumental group to recording contract.

PAUL PHILLIPS, producer-director NBC *Phil Harris-Alice Faye Show,* to Filmcraft Productions, Hollywood, in charge of sales and client services. He was western sales manager Jerry Fairbanks Productions, Hollywood.

ROLF W. BRANDIS, television director Filmack Trailer Corp., Chicago, to Academy Film Productions Inc., same city, as assistant sales manager. He will also supervise the packaging division. He worked formerly at Olian Advertising agency.

FRED WHITNEY named by Society of Motion Picture and Television Engineers to direct test film technical operations. Mr. Whitney, previously with Altec Service Corp. and Western Electric, "will tie the Society's test film activities to the technical performance problems presented by modern high quality sound systems now used widely in theatres and to growing field of professional 16 mm motion pictures in education and in television."

allied arts

LEON M. SIPES appointed editor of publications for Texas Eastern Transmission Corp., Shreveport, La.

GREEN ASSOC. moves to new offices at 520 N. Michigan Ave., Chicago, Room 404. New telephone number is WHitehall 4-0818.

REYNOLDS PRODUCTIONS, L. A., has sold half-hour TV package, *Howard Greer's Hollywood Fashion Time,* to Raichert Sewing Machine Corp., L. A. (Necchi sewing machines) for telecasting on KECA-TV Los Angeles. Agency: W. B. Geissinger & Co. Inc., Hollywood.

JOSEPH BIGELOW, producer ABC-TV *Jerry Colonna Show* and MGM radio series *The Hardy Family* and *Dr. Kildare,* to newly-formed Motion Picture Television Center Corp., Hollywood, as associate. Mr. Bigelow was vice president J. Walter Thompson Co. **JASON BERNIE,** vice president, Emerson Film Corp., L. A., also to new firm as associate.

TOWERS OF LONDON (England), transcription firm will produce series of 52 half-hour dramatic radio shows starring **ORSON WELLES** for distribution in United States and abroad. Entitled *The Lives of Harry Lime,* stories based on character from "The Third Man" motion picture. **LES MITCHEL,** free lance producer-director formerly associated in that capacity with CBS *Skippy Hollywood Theater,* is in London where he will direct first 39 of series.

RUSSELL C. COMER Co., Kansas City, preparing for Veterans of Foreign Wars 13 programs titled *Medal of Honor,* quarter-hour dramatizations describing heoric action of medal recipients. Firm currently gathering first-hand accounts from Medal of Honor winners with recorded interviews which will be included in completed programs.

FREDERIC W. ZIV Co., N. Y., announces new sales of its *Cisco Kid* series to 12 advertisers and stations.

WORLD BROADCASTING SYSTEM, N. Y., announces affiliation contracts with 21 additional stations.

RANDY SMITH, advertising and promotion manager KNBC San Francisco, appointed promotion and research manager West-Holliday Co. (newspaper publishers representative), S. F.

ROBERT T. SEELYE, S. F. sales representative for Tele-Que, West Coast TV research firm, named vice president and regional manager Coffin, Cooper & Clay Inc., publisher of Tele-Que, with offices in S. F. **ERNEST CLAY,** director of statistics, named vice president; **ROGER COOPER,** director of special research, elected secretary; **JOHN LANDRETH** promoted to treasurer and general manager.

Equipment . . .

PHILO T. FARNSWORTH, vice president and director of research Capehart-Farnsworth Corp., Fort Wayne, Ind., received an honorary degree of doctor of science from Indiana Technical College, Fort Wayne, at its 15th annual commencement May 20. He was the main speaker.

DR. HARRY F. OLSON, acoustical research laboratory director RCA Laboratories, Princeton, N. J., elected president of the Acoustical Society of America for 1952.

WILLIAM G. BLOWERS appointed merchandising director Sylvania Electric Products' television picture tube division, N. Y. **WILLIAM T. BUSCHMANN** named merchandising coordinator picture and radio tube divisions. **RAYMOND W. ANDREWS** appointed manager of factory sales.

JOHN J. DOSTAL, manager of field sales visual products section RCA Engineering Products Dept., appointed sales manager RCA sound and visual products for department.

EMANUEL SACKS, staff vice president RCA, named program director and coordinator of events for 175th anniversary celebration of Declaration of Independence, in Phila., July 1-4.

LOUIS J. CHASEMAN appointed sales manager northern division Zenith Radio Distributing Corp., Chicago. **RICHARD J. BEHRENS,** buyer in main plant, appointed sales manager southern division. **J. T. DALTON,** manager Eastern Seaboard district Zenith Radio Corp., appointed manager Zenith North Jersey distributing organization.

HAROLD W. GIESECKE appointed assistant general manager radio division Bendix Aviation Corp., Phila.

ALDEN PRODUCTS Co., Brockton, Mass., announces new miniature indicator light 86L. The six volt light can be viewed from any angle and is only ¾" in overall length and less than ⅜" in diameter.

RAY R. HUTMACHER appointed sales manager of jobber division Permoflux Corp. (acoustical equipment), Chicago. He was with North American Philips Co., N. Y.

AEROVOX Corp., New Bedford, Mass. has acquired Wilkor Products Inc., Cleveland, a precision resistor subsidiary.

GENERAL PRECISION LABORATORY Inc., Pleasantville, N. Y., announces new sprocket intermittent in the 16mm field. It is standard on four of the PA-series projectors developed specificially for use in television studios and theatre television.

TRANSFORMER and ALLIED PRODUCTS Div. of GENERAL ELECTRIC, Schenectady, announces new low temperature pyranol, which greatly extends the useful range of specialty pyranol capacitors. It can be used for indoor and outdoor application.

GENERAL ELECTRIC, Syracuse, N. Y., announces publication of 107-page pocket-size handbook listing essential characteristics of every type of receiving tube likely to be found in home sets—AM, FM or TV. Included with tube data is basing diagrams for each of 856 tube types listed.

ALTEC LANSING Corp., N. Y., announces corner speaker system which employs newly designed direct-radiating horn cabinet, multicellular horn, two low-frequency units and crossover network. Unit is said to provide theatre quality reproduction for home.

BENDIX RADIO Div., Bendix Aviation Corp., Baltimore, announces new table model television receiver with 17 inch rectangular picture tube. Set comes in mahogany veneer cabinet.

SCOTT RADIO Labs. Inc., Chicago, announces development of highlight control which sharpens or subdues highlights of picture on home set screen to suit user's preference. New feature, now on all Scott sets, is in addition to normal contrast control.

Technical . . .

BILL MILLER, chief engineer KVLC Little Rock, Ark., to staff KTIS Minneapolis.

HARL HOCKEBORN, audio engineer WSB Atlanta, appointed director of film projection department WSB-TV, replacing **GEORGE SMITH,** resigned. **DAVE HOLT** appointed to WSB control crew.

VERNON (Red) ELLIS, transmitter engineer WOHI East Liverpool, Ohio, to WBBW Youngstown, Ohio.

EQUIPMENT FOR SALE?

- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word	($1.00 minimum)
Help wanted, 20¢ per word	($2.00 minimum)
All other classifications 25¢ per word	($4.00 minimum)
Display ads, $12.00 per inch	

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

A CHAS. MICHELSON HIT!

THE "Sealed Book" 30 MIN. TRANSCRIBED MYSTERIES

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

ALLIED PACT

Gets Government Recording

ALLIED RECORD Mfg. Co. for the fourth consecutive year has been awarded the annual contract for recording, processing and pressing all transcriptions for agencies of the U. S. government.

Daken K. Broadhead, president of the Hollywood transcription firm, said the Bureau of Federal Supply has issued a contract naming his firm as the federal government's exclusive supplier of radio transcriptions. He did not reveal contract terms. It runs from June 1, 1951, through May 31, 1952.

Allied's Hollywood plant and its L. R. Smith division in New York turn out all transcriptions required by the government agencies, including those for the Voice of America; transcribed *Guest Star* shows for the Treasury Dept.'s Savings Bond Div.; *Stars on Parade* and *So Proudly We Hail* for the Adjutant General's Office of the Army.

In addition, Allied presses transcribed recruiting programs for the Navy and Marine Corps and all transcriptions supplied by AFRS to its radio networks overseas. Under its contract Allied also provides recording facilities in New York, Washington, Chicago and Hollywood to federal agencies in transcribing their radio programs.

RADIO INSTITUTE

'Teen-Agers Will Learn How

THE FIRST North Carolina High School Radio Institute, co-sponsored by the North Carolina Assn. of Broadcasters and the Communication Center, U. of North Carolina, will be held July 22-Aug. 4 at the university campus at Chapel Hill.

Held in cooperation with the university extension division, the institute will include special lectures by professional radio men and women; practical experience with professional equipment; modern radio production facilities and courses especially designed by the university radio staff.

AWARD to Actor Ben Blue as "East Baltimore Boy of the Year" is presented by Joseph Katz (l), president of The Joseph Katz Co., Baltimore, and received on actor's behalf by Sid Fields. Mr. Katz is founder of "East Baltimore Boys," whose plaque cited Mr. Blue "for spreading the fame of the old neighborhood throughout the world." Award was made at annual reunion and dinner of club at city's Phoenix Club this month.

INDIANA NEWSMEN

Bruner Named President

ROBERT H. BRUNER, WIOU Kokomo, Ind., was elected president of the Indiana Radio Newsmen during the organization's third annual clinic-convention at the Indiana U. campus in Bloomington May 12-13. Others named were Allen Jeffries, WIRE Indianapolis, first vice president; Howard Stevens, WBOW Terre Haute, second vice president; Phil Haines, WTRC Elkhart, secretary, and Ruth Dunagin, IU radio-journalism instructor, treasurer.

Panel discussions on "Local News Coverage" and "Manager-Newsroom Relationships" highlighted the two-day sessions, which culminated with panels involving chiefs of three major wire services at Indianapolis. Among the speakers were William Ray, special events, NBC Central Div., and Malcolm Johnson, Pulitzer Prize-winning reporter for the late *New York Sun* and lecturer at Indiana U. Next IRN meeting will be held in November in connection with the convention of the National Assn. of Radio News Directors at Chicago.

Strictly Business

(Continued from page 14)

midwest operation in the 203 N. Wabash Ave. Bldg., and now has nine people working with him. The only move has been from floor-to-floor in the same buliding as the company added stations to reach its present total of 50 AM and four TV. Mr. Weed also opened the Detroit branch, in 1938, and still supervises activity there.

A radio man for 21 years, he is a native New Yorker. He attended Cornwell-on-the-Hudson near West Point and the New York Military Academy preparatory schools before registering at Fordham U. A proficient swimmer, he kept a membership in the New York Athletic club while attending prep schools, and won a swimming scholarship to Fordham. He collected ribbons and medals at a variety of competitive eastern meets, but has cut down on swimming and eliminated diving since breaking his leg in a steep dive.

Before being influenced by his brother to go into radio, Neil between school terms, spent two summers in the merchandising department of the *American Weekly* in New York and one as a salesman of unlisted securities in Asbury Park. Then he joined the radio department of Lord & Thomas & Logan (now Foote, Cone & Belding). From 1930 until 1932 he spent most of his eight-hour routine answering fan mail for Weber & Field, Bing Crosby, Jessica Dragonette and Arthur Pryor and his band. Writers'-cramp and a yearning for sales caused him to shift to WBNX as national sales representative of the foreign language station. From there, he went to World Broadcasting, New York, before joining his brother and the New England Network as Chicago branch manager.

Other Activities

He manages to carry on a staggering number of activities with enjoyment, calm and efficiency. His first interest is his family. He and his wife, the former Adelaide Reilly of New York, live in Highland Park, north along the lakefront, with their four sons, Neil Jr., almost 15; Eddie, 11; Barry, 10, and Bill 6. He is interested also in community and school projects, and currently is running a musical performance for his church.

He holds membership in Exmoor Country Club, the University Club of Chicago, the Press Club, Television Council, Radio Management Club and Key Club, and is a member of the National Assn. of Radio Station Representatives and an associate member of the National Assn. of Radio and Television Broadcasters.

Mr. Weed currently is planning a summer vacation in Palm Beach, and has automatically scheduled numerous weekends for fishing with his boys in the front yard. He calls it fishing, even though he seldom has time to do more than put worms on four hooks.

ALL OVER ROANOKE AND WESTERN VIRGINIA RADIOS ARE TUNED TO . .

610 FOR TOPNOTCH NBC PROGRAMS

Bob Hope

Theatre Guild On The Air

The Big Show

Life of Riley

Phil Harris-Alice Faye

The Railroad Hour

Groucho Marx

PLUS

AWARD-WINNING LOCAL PROGRAMS

- Farm and Home
- Devoted To Sports
- The Sports Desk

. . . awarded *First Place* by Virginia Associated Press Broadcasters.

WSLS NOW NBC

IN ROANOKE AND WESTERN VIRGINIA

Winner of Billboard's Annual Public Service Competition Award In 1950.

NATIONALLY REPRESENTED BY WEED & COMPANY

Successful marketing is an **integrated** operation. Printers' Ink stands alone as the one publication that **reports** every phase of **marketing** completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading **buyers of advertising.**

LANG-WORTH
FEATURE PROGRAMS
SELL
FOOD PRODUCTS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

Respects

(Continued from page 50)

Stone that WSM needed another advertising salesman. Since he would work for a straight commission, this persuasion did not prove too difficult.

The first month, Mr. Daniel made the grand total of $45. Next month, $60. He was working with a list of inactive accounts that other salesmen did not consider worthwhile.

Before long, however, the horizon brightened. WSM (now WSM-AM-FM-TV) increased its power from 5 kw to 50 kw and became one of the pioneer clear channel stations in the country.

Mr. Daniel was made commercial manager of WSM in 1935 and held that position until he resigned to establish WSAV. While at WSM, he served as chairman of the NAB Sales Managers Committee for NAB District 5.

Why, with such deep-reaching roots in Nashville, did Mr. Daniel choose Savannah to establish a station?

"After vacationing at Sea Island, Ga., in 1937, my wife and I decided to drive back to Nashville through Savannah," Mr. Daniels explains. "At that time I discovered that Savannah had no choice of radio service.

"Thus, by chance, I became interested in establishing a station at Savannah."

Follows Through

When Mr. Daniel gets an idea, so business associates say, he relentlessly follows through. In fact, one associate described his outstanding characteristic as tenacity.

The associate explained, "Harben Daniel is no genius. He's not a guy who can just sit down and get 18 bright ideas. But once he strikes the right idea, he follows through down to the last detail."

So with an idea to expand Savannah's choice of radio service, Mr. Daniel set to work. And WSAV, "The Voice of Savannah," went on the air Dec. 29, 1939, with 100 w.

Within a few months power was upped to 250 w and WSAV became the second Georgia affiliate of NBC.

Even as a 250 watter, the station did a pioneering job with production type programs, and its series, *Saga of Savannah*, won national magazine recognition.

Early in 1948, WSAV greatly improved its facilities with 5 kw on 630 kc, its present assignment. The companion station, WSAV-FM went on the air first in December 1949, and Mr. Daniel has on file with FCC an application for a television channel.

WSAV is a monument to Mr. Daniel's industriousness and business acumen. He has built an idea into a respected property.

But there were tired hours and throughout the building of a successful career, his helpmate was the former Catherine Murrey, of Nashville, whom he married in 1934.

Today, the Daniel's handsome Southern home at 310 E. 45th St., Savannah, is shared by two daughters, Catherine, 14, and Mimi, 7.

Civic-minded, Mr. Daniel is president of the Rotary Club of Savannah, president and chairman of the board of trustees of the Porter G. Pierpont Educational Fund Inc., past president of the Sigma Chi Alumni Chapter of Savannah, a member of the board of the Savannah Chamber of Commerce, a member of the U. S. Army advisory committee, of the Oglethorpe Club, the Savannah Yacht and Country Club, the Cotillion Club of Savannah and of St. John's Episcopal Church.

One would have to say that Mr. Daniel is a very active man. There are moments, nevertheless, when relaxation becomes a need, and he finds respite in his hobbies—boating and fishing.

Through all this febrile activity, he has kept his spare frame topped by a cool head. How does such a man feel about the future of radio? At this point, Mr. Daniel becomes philosophical:

"The biographers have said that had it not been for the many obstacles which it was necessary for him to overcome, there never would have been an Abraham Lincoln.

"Just as overcoming obstacles creates greater capacity in men, the same applies to industry. I feel that the radio industry, which has had relatively easy sledding for more than 20 years, can meet the challenge of the present crisis and emerge stronger, more stable and better able to cope with competitive forces in the years to come."

PULSE EXPANSION

Roslow Reports 51 Markets

EXPANSION of The Pulse Inc.'s radio audience surveys into at least 51 markets during 1951 was announced last week by Dr. Sydney Roslow, director of Pulse. Detroit and Atlanta are the most recent major markets to be added. Other additions are New Orleans and Minneapolis-St. Paul.

More than 20 TelePulse surveys are to be included in coverage for the year.

CANADA FIGHT

Copyright Battle Looms

CANADIAN radio stations, government-owned as well as independently-owned, are getting ready for a new music copyright battle.

Contracts with Composers, Authors Publishers Assn. of Canada (CAPAC), the Canadian counterpart of ASCAP, are running out at the end of this year. Preliminary skirmishes in the copyright battle show that CAPAC will ask for almost triple its present fees from independents and double fees from government-owned stations.

Negotiations are to start soon for a new contract between CAPAC and Canadian Assn. of Broadcasters and Canadian Broadcasting Corp. CAPAC has intimated that it will ask the Canadian Copyright Appeal Board for an annual fee of 20 cents per licensed radio receiver from the CAB stations, and it is understood about 14 cents per licensed set from CBC. Presently CAPAC receives seven cents per licensed receiver from both CAB stations and CBC stations. This formula was established by the Canadian Copyright Appeal Board some years ago, and CAPAC fees have increased annually as receiver licenses have increased. Currently all Canadian stations are paying CAPAC $304,842, half of which is paid by CAB stations and half by CBC stations.

Canadian stations now pay about 2 cents per licensed receiver to BMI Canada Ltd., which has worked hard to build and encourage Canadian music writing.

Headliner Awards

ELMER DAVIS, ABC commentator, and WFIL-TV Philadelphia, both winners of 17th Annual National Headliners Club awards [BROADCASTING • TELECASTING, April 30], will formally receive their honors June 1. The radio and TV presentations, along with 16 others in newspaper, magazine and newsreel fields, will be conferred at the Headliners Award Luncheon in Atlantic City's Claridge Hotel.

KGW carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

programs promotion premiums

WEATHER SHOW

WHLI-AM-FM Hempstead, Long Island, N. Y., beginning May 31 at 7:55 p.m., will renew *The Weekend Motorist*, its summer public service feature giving late information about area for residents and vacationists. Included will be highway conditions for Long Island, upstate New York and New England, presented in cooperation with the Automobile Club of New York, as well as weekly weather outlook for those areas; traffic conditions on Long Island highways and parkways, in cooperation with state, parkway and local police; and special notices for mariners from Coast Guard stations.

BEN-GURION SPEECH

WSBC Chicago offering other foreign-language stations in country quarter-hour show featuring exclusive address by David Ben-Gurion, prime minister of Republic of Israel. Mr. Ben-Gurion, in Chicago for three days, gave interview in Yiddish exclusively to station and Julius Miller, who has conducted Jewish shows on WSBC since 1930. He is father of Bob Miller, general manager and part owner. Quarter-hour transcribed show was broadcast as a public service feature, and can be obtained from Mr. Miller by foreign-language stations at no cost. The prime minister discussed the future of Israel from economic and political standpoints, with the message directed to Jewish-speaking people.

KNX PITCH

KNX Los Angeles continues on with its all out summer sales drive pointing towards vacationists in California [BROADCASTING • TELECASTING, May 21]. KNX's *Trade Talk* reports that the summer sales drive is paying off with five-minute across the board sale. Station using slogan "No let up in summer advertising . . . no let down in summer sales."

YOUTH AND NARCOTICS

WCKY Cincinnati, *Cincinnati Youth and Narcotics*, May 20, documentary program prepared by station's public relations department, summarized city's narcotics and youth problem. Various civic groups contributed to program.

"KISS Me Kate!" is what Don Bell, disc jockey at KRNT Des Moines, calls out as Kate Mauch prepares to hang a large smackaroo on him. Mrs. Mauch was the winner of recent "Kiss Me, Kate!" contest held by KRNT. Mr. Bell and the "Kiss-O-Meter," devised by Ralph Reynolds, station engineer, were the sole judges in the contest, with Mr. Bell acting as the go-between. The promotion was part of elaborate arrangements announcing the arrival in Des Moines of the musical show "Kiss Me, Kate!" Contest was opened to all women whose name was Kate. To protect the finalist and insure the safety of all, local police officials were called in to handcuff and blindfold Mr. Bell.

CIGARETTES TO VETS

WFOX Milwaukee, 8:25 a.m. Mon. through Sat., keeps in touch with veterans of both World Wars. Station sends musical tribute to different veteran each day, plays his favorite record, and through cooperation of Milwaukee's VFW post sends carton of his favorite cigarettes.

AWARD BROCHURE

KSTP Minneapolis sending trade and advertisers bright brochure pointing out national awards they have received. On cover is blushing face with microphone body saying "Aw Shucks . . ." Inside gives data of two "first" awards station received. Small gold colored replicas are pasted under the heading "KSTP top O' Heap with two firsts. . . ."

STATION BOOKLET

WJJJ Montgomrey, Ala., sending trade and advertisers booklet based on all phases of station operation. Piece has pictures of station studios, personnel and equipment. It also has all types of programs carried by WJJJ along with many pictures of coverage. Last part of book is devoted to "How to protect yourself in case of atomic attack on Montgomery."

STATION'S SIGHT SAVERS

WIBW Topeka sending trade blue-covered promotion piece with outline of eye-glasses on cover and wording "For clearer vision . . ." Inside continues cover phrase with ". . . on the road to greater Kansas sales, hire WIBW." Tying in cover lines with content, station has attached package of silicone-treated Sight Savers along with card which prospective time-buyer may fill out requesting more packs of Sight Savers as well as current and future availabilities on station. Remainder of piece describes market and station, concluding with facts about premium promotions.

WIDE COVERAGE

KLZ Denver, through The Katz Agency, N. Y., has released a six-page, two-color booklet pointing up that KLZ delivers more customers than ever before. Using Census, BMB and Hooper sources, the folder shows that Denver today has more people, more radios, more sets-in-use, more KLZ listeners than ever. BMB maps and data on station's seven-state coverage, day and night, together with description of its technical facilities and merchandising and promotion service, are included.

COVERS TRAIN WRECK

FIRST on-the-scene TV films to be telecast in New York of both the Pennsylvania Railroad wreck at Bryn Mawr and the $500,000 pier fire at Philadelphia were those of WPIX (TV) New York, the station claimed last week. Footage of both disasters was "shot" from a plane by Ray Zeisse, WPIX's Telepix cameraman, and shown at 2:30 p.m., May 18. Films, for which baseball telecast was interrupted, included tie-up with WFIL-TV Philadelphia, the latter exchanging its film of ground scenes for those of WPIX taken from the air.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

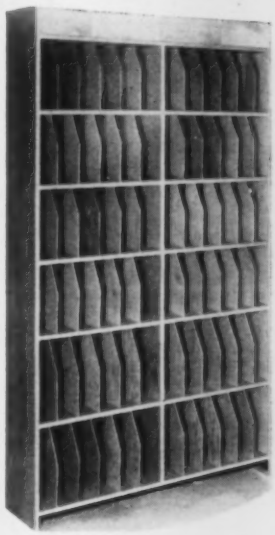
HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

OVER 300 STATIONS USE THE CARDINAL RECORD STORAGE RACK . . .



- **DIVIDERS . . .** cut at an angle to facilitate reading labels on envelopes
- **HEAVILY CONSTRUCTED . . .** will not sag, an ideal, modern way to store records
- **PRICED FAR BELOW** the average custom-built units

RECORD RACKS
Model GS 1236 36"x12" deep $74.50
Model GS 1248 48"x12" deep $84.50

TRANSCRIPTION RACKS
Model GS 1636 36"x16" deep $79.50
Model GS 1648 48"x16" deep $89.50
All units are 84" high

We also custom-build special units to order at prices your station can afford.

Write or wire . . .

CARDINAL CORP.
P. O. Box 887
Alliance, Ohio
Phone: Louisville, Ohio 2411

May 17 Applications . . .

ACCEPTED FOR FILING

License for CP

KJCF Festus, Mo.—License to cover CP new AM station.

WANT Richmond, Va.—Same.

License Renewal

License renewal applications filed by following AM stations: KTOH Lihue, Hawaii; WKAY Glasgow, Ky.; KBOW Butte, Mont.; WATO Oak Ridge, Tenn.

Modification of CP

WNBC-FM New York—Mod. CP changes in existing station for extension of completion date.

May 18 Decisions . . .

ACTION ON MOTIONS

By Comr. George E. Sterling

Clarksville Bcstg. Co., Clarksville, Tex.—Granted dismissal of application.

Texo Bcstg. Co., Clarksville, Tex.—On Commission's own motion, removed application from hearing docket.

FCC General Counsel—Granted extension to May 15 to file opposition to petition for review of Hearing Examiner's ruling of April 27 in proceeding on applications of Central Ohio Bcstg. Co., Galion, Ohio, and that of The Court House Bcstg. Co., Washington Court House, Ohio. Action May 11.

By Examiner Fanney N. Litvin

KVGB Great Bend, Kan.—Granted petition in proceeding upon application of Pratt Bcstg. Co., Pratt, Kan., requesting (1) time for filing suggested corrections to transcript of record be extended from May 11 to May 18 and (2) time for filing proposed findings of fact and conclusions, now due May 15, be extended to May 25.

WHDH Boston; KOA Denver; WXKW Albany, N. Y., and FCC General Counsel—Granted joint petition of all parties and Commission counsel to reopen record for sole purpose of accepting as part thereof, stipulation and two exhibits attached thereto, numbered S1 and S2, and that thereupon record be closed; further ordered action shall not affect now scheduled date of June 13 on which proposed findings of fact and conclusions are due.

KUNO Corpus Christi, Tex.—Granted continuance of hearing from May 17, to Aug. 15 in Washington, D. C.

FOR FINEST TAPE RECORDING

KGNC

Amarillo, Tex.

USES

Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in high Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

MAY 17 THROUGH MAY 24

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

By Examiner James D. Cunningham

KYA San Francisco—Granted further hearing on its application and that of KVSM San Mateo, Calif., presently scheduled for May 16 be continued to July 17 in Washington, D. C.

By Examiner Basil P. Cooper

WFTC Kinston, N. C.—Granted motion to amend application to specify new transmitter site, increase power from 1 kw D to 5 kw D, to specify new estimated cost figures and plan of financing, and to show transfer of 5 sh of stock.

Radio Reading, Reading, Pa.—Granted motion to amend application to show maximum expected operating values of proposed directional antenna.

By Examiner H. B. Hutchison

Sanford A. Schafitz, Farrell, Pa.—Granted petition to amend application by striking words "190 ft." and "series" where they occur in answers to question 3, Section V-A thereof, and to substitute in lieu thereof words "to be determined."

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.—Granted in part petition to amend application to specify use of 1310 kc in lieu of 1300 kc and for removal of application, as amended, from hearing docket; dismissed petition insofar as it requests application, as amended, be granted.

Aurora Bcsters, Inc., Ketchikan, Alaska—Granted petition to amend pertinent answers in certain parts of application to show certain changes in officers and directors of applicant corporation and changes in ownership of capital stock; application, as amended, removed from hearing docket.

By Examiner Leo Resnick

Gila Bcstg. Co., Winslow, Ariz.—Granted petition to amend application by reducing nighttime power proposed to 500 w and changing directional antenna patterns to be used day and night and for removal of application, as amended, from hearing docket.

May 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KDKD Clinton, Mo.—License to cover CP new AM station on 1280 kc.

Modification of CP

WSAY Rochester, N. Y.—Mod. CP increase power etc. for extension of completion date.

WARM Scranton, Pa.—Mod. CP change frequency etc. for extension of completion date.

AM—1450 kc

Wilmington Bcstg. Service, Wilmington, N. C.—CP new AM station on 1400 kc, 250 w, unl. AMENDED to change from 1400 kc to 1450 kc.

AM—920 kc

WTND Orangeburg, S. C.—CP change from 1270 kc to 920 kc.

FM—Ch. 251

WFNC-FM Fayetteville, N. C.—CP to change ERP from 12 kw to 14 kw, ant. from 465 ft. to 292 ft., trans. site, and changes in ant. system.

License for CP

KSL-FM Salt Lake City, Utah—License to cover CP new FM station.

Modification of CP

WNXT Portsmouth, Ohio—Mod. CP new AM station for extension of completion date.

License for CP

KDFC San Francisco—License to cover CP new FM station.

WROY-FM Carmi, Ill.—License to cover CP new FM station.

KSTP-FM St. Paul—License to cover CP new FM station.

License Renewal

KLON Long Beach, Calif.—Application for renewal of license.

License for CP

KRON-TV San Francisco—License to cover CP new TV station.

WOI-TV Ames, Iowa—License to cover CP new TV station and to specify studio location as Service Bldg., Iowa State College Campus, Ames, Iowa.

TENDERED FOR FILING

Modification of CP

WGAF Valdosta, Ga.—Mod. CP to change trans. location and change type trans.

AM—1000 kc

KTOK Oklahoma City—CP increase N power from 1 kw to 5 kw and changes in DA.

Modification of License

WEIR Weirton, W. Va.—Mod. license, pursuant to Section 3.30 of Rules to permit WEIR to serve both Weirton, W. Va., and Steubenville, Ohio.

APPLICATION DISMISSED

AM—990 kc

Sireno E. Bowers Jr., Netairie, La.—DISMISSED application for CP new AM station on 990 kc 250 w D. (Contingent on WJMR relinquishing 990 kc.)

APPLICATION RETURNED

AM—1400 kc

Duplin Bcstg. Co., Wallace, N. C.—RETURNED application for CP new AM station on 1400 kc 250 w unl. (Contingent upon WGBR relinquishing 1400 kc.)

May 21 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

WVCH Chester, Pa.—CP increase power from 250 w to 1 kw and install new trans.

Modification of CP

WFAA Dallas—Mod. CP change DA etc. for extension of completion date.

WBAP Fort Worth—CP change DA etc. for extension of completion date.

AM—1250 kc

KTW Seattle—SSA to operate simultaneously with KWSC from 7:30 p.m. to 8:30 p.m., DST Thursday evenings, during summer months. AMENDED to change authority to operate 7:30 p.m. to 8:30 p.m., DST, Thursday evenings from May through August.

Modification of CP

KGMO-FM Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

KCHR Charleston, Mo.—Mod. CP new Class A FM station to change from 101.7 mc to 100.1 mc, ERP from 290 w to 450 w, ant. from 90 ft. to 66.5 ft., type trans. ant., and specify trans. and studio sites.

WARD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

WJHL-FM Johnson City, Tenn.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1580 kc

WATM Atmore, Ala.—CP increase power from 250 w D to 1 kw D and change type trans.

May 22 Decisions . . .

BY THE SECRETARY

AM—1400 kc

WBAT Marion, Ind.—Granted license change frequency etc. 1400 kc 250 w unl.

WTKM Hartford, Wis.—Granted mod. CP to make change in trans. and ground system. Cond.

Granted license for following remote pickup stations: KSB678 Lake Bcstg. Co., Inc., Gary, Ind.; KA-5127 Puerto Rico Advertising Co., Mayaguez, P. R.; KA-8653 Sherman Bcstg. Corp., Sherman, Tex.; KA-7603 All-Oklahoma Bcstg. Co., Tulsa, Okla.

WBT-FM Charlotte, N. C.—Granted license FM station; 99.9 mc; Ch. 260, 56 kw, 1050 ft.

WISC-FM Madison, Wis.—Granted license FM station; 98.1 mc; Ch. 251; 1 kw; 105 ft.

KA-7314—Billy Averitte Laurie, Jacksonville, Tex—Granted mod. license to change frequencies to 26.13 mcs.

KA-7616—South Central Ky. Bcstg. Co., Campbellsville, Ky.—Granted request to cancel CP new remote pickup station.

KM2XAZ—Pacific Video Pioneer, Mobile, Area, Signal Hill, Calif.—Granted CP change trans. location to Mobile area of Mt. Wilson, Calif.

WGN Chicago—Granted CP install aux. ant. for emergency purposes only.

Following were granted mod. CPs for extension of completion dates as shown: WBSC Bennettsville, S. C., to 8-20-51, conditions; WHLI Hempstead, N. Y., to 7-14-51; KRES St. Joseph, Mo., to 8-21-51, conditions.

KXO El Centro, Calif.—Granted license covering changes in vertical ant.

WILK Wilkes-Barre, Pa.—Granted license change, frequency etc. 970 kc 1 kw N 5 kw-D, DA-2, unl.

WWSW Pittsburgh—Granted license install new trans. at present main trans. for aux.

KSEL Lubbock, Tex.—Granted license install new trans.

KGGF Coffeyville, Kan.—Granted license install old main trans. as aux. at present main trans.

WNLC New London, Conn.—Granted license install new trans.

WWA-201, WWA-200 American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. license to change frequency to 153.29 mc. and to 152.87.

Following were granted mod. CPs for extension of completion dates as shown: WTOC-FM Savannah, Ga., to 9-18-51, condition; WJZ-FM New York to 12-16-51; WJSW-FM Altoona, Pa., to 9-9-51; WNBC New York, to 12-27-51, cond.

WDAE-FM Tampa, Fla.—Granted license FM station 100.7 mc; Ch. 264, 65 kw; 390 ft.

KSCJ-FM Sioux City, Iowa—Granted license FM station 94.9 mc; Ch. 235, 11.6 kw; 175 ft.

WHMA-FM Anniston, Ala.—Granted license FM station 100.5 mc; Ch. 262, 3.6 kw; 140 ft.

WRRN Warren, Pa.—Granted license

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

STerling 3626

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 18 years"

For immediate service phone

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

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JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C. District 1205
Aptos, California Aptos 5532
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

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CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1730 13th St., N. W. EX. 8073
Washington 5, D. C.

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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE**

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

*Member AFCCE**

May 22 Applications . . .

ACCEPTED FOR FILING

AM—710 kc

West Side Radio, Tracy, Calif.—CP new AM station 710 kc, 1 kw D. AMENDED to change from 1 kw to 250 w change type trans. and install DA and change trans. and studio locations.

AM—860 kc

KIKI Honolulu, Hawaii—License for CP new AM station.

AM—1450 kc

WLCK Campbellsville, Ky.—License for CP new AM station.

AM—1340 kc

City Bcstg. Corp., Nashua, N. H.—CP new AM station 1340 kc 250 w unl. (Contingent on WEIM relinquishing 1340 kc.) AMENDED to make changes in officers, directors and stockholders.

AM—1280 kc

WANS Anderson, S. C.—License for CP to change hours operation and install DA-N AMENDED to change name from John J. Powell tr/as Carolina Bcstrs. to Carolina Bcstrs.

FM—Change Power

WHKY-FM Hickory, N. C.—CP to decrease ERP to 48 kw and change type trans.

Modification of CP

WLIN-FM Merrill, Wis.—Mod. CP new FM station extension of completion date.

License Renewal

WSHS (FM) Floral Park, N. Y.—Application renewal of license.

APPLICATION RETURNED

Williamson County Bcstg. Co., Franklin, Tenn.—RETURNED application for CP new AM station 950 kc 1 kw, D.

May 22 Decisions . . .

ACTION ON MOTIONS

By Comr. George E. Sterling

KROY Sacramento, Calif.—Granted continuance of hearing on its application from June 7 to Sept. 7 in Washington, D. C.

KSTV Stephenville, Tex.—Granted dismissal without prejudice of application.

WSNY Schenectady, N. Y.—Granted extension of time from May 17 to May 28 to file reply to General Counsel's exceptions to Initial Decision on application for renewal of license and transfer of control.

Norman B. Lassetter, Laredo, Tex.—Granted dismissal of application.

Uvalde Bcstrs, Laredo, Tex.—Granted leave to amend application to change name of applicant to Laredo Broadcasters; to submit new partnership agreement including N. B. Lassetter as 50% partner; and to provide information relating to new partner, and for removal of application from hearing docket.

In re Application of Burbank Bcstrs. Inc. (Assignor) and Leslie S. Bowden (Assignee)—Dismissed application for assignment of license KWIK since by final decision released Jan. 25. Commission affirmed its order of Dec. 14, 1949, revoking station's license thereby rendering application moot.

Floral City Bcstg. Co., Monroe, Mich.

(Continued on page 91)

...ering changes in existing FM sta... 92.3 mc; Ch. 222; 2.2 kw; 140 ft.

KSOX Harlingen, Tex.—Granted mod. ...change type trans. Cond.

KMYR Denver—Granted license in... new vertical ant. and change ...trs. and studio locations.

KYUM Yuma, Ariz.—Granted license ...nge frequency, etc. 560 kc 1 kw ...A-N unl.

KSC-55 Sarkes Tarzian Inc., Bloomington, Ind.—Granted CP new TV in...city relay station.

WHKY Hickory, N. C.—Granted CP ...all new trans. at present main ...trs. on 1290 kc 1 kw, DA-N as aux.

WROS Scottsboro, Ala. — Granted ...CP for approval of ant. and ...trs. and main studio locations.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Opportunity to manage fulltime, network 1000 watt station in midwest town of 40,000 population. Good salary plus percentage. Apply Box 825J, BROADCASTING.

Wanted, aggressive CM. Opportunities unlimited. Rich community. 1000 w fulltime midwest affiliate. Integrity, experience important. Act quickly. Box 866J, BROADCASTING.

Salesman

Salesman for 1000 watt Pennsylvania independent. Block of accounts to start. Only station in area. Must be resourceful and able to write good commercial copy. Box 702J, BROADCASTING.

Opportunity for top salesman with proven ability with established station in one of the south's best radio markets. Commission basis provides opportunity up to $1000 per month. Additional long range future. Only established salesman with proven ability and excellent personal and business background will be considered. Send photo, personal and business references actual sales record, etc. Confidential. Box 803J, BROADCASTING.

Southeastern regional network desires full or parttime representation, commission basis, in following cities: New York, Detroit, Chicago. Write full details to Box 806J, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 835J, BROADCASTING.

Announcers

Announcer-salesman western network station in good secondary market, permanent. Send disc and letter with snapshot to Box 737J, BROADCASTING.

Immediate opening experienced combination man. Opportunity expanding organization. Better than average pay. Box 749J, BROADCASTING.

Announcer-disc jockey, strong on morning show and capable of usual staff assignments on 1000 watt network station. Better than average wages, talent. Midwest location. Send letter of qualifications, and audition to Box 778J, BROADCASTING.

(There's a home in Wyoming) for a combo announcer-engineer with first class ticket, network affiliate, will consider inexperienced man willing to learn. Send disc, photo and particulars to Box 790J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt midwest station has opening for experienced staff man capable of doing strong sportscasts and handling other sports assignments. Good salary, plus talent. Send platter and photo, state experience and salary expected in first letter. Box 793J, BROADCASTING.

Wanted—announcer, first phone license. Prefer morning man. Good opportunity to help build station. Send audition, complete details, references in first letter. Starting salary $70.00 per week. Answer Box 845J, BROADCASTING.

Program director and staff announcer wanted: Wanted: above average, experienced staff announcer and possibly program director for an independent station in St. Louis, Mo. Must have definite ideas and willing to work. Salary paid on basis of your ability to perform. Box 850J, BROADCASTING.

Czech announcer that can sell Czech merchants in wide market. Air mail full details. Box 884J, BROADCASTING.

Help Wanted (Cont'd)

Announcer with first phone. Some selling. Need car. Base pay $225 month plus 10% commission on established accounts. Start June 15. KCID, Caldwell, Idaho.

Announcer wanted, immediate opening; excellent salary for experienced, versatility, dependability quality. Rush disc photo, letter, KFXJ, Grand Junction, Colo.

Announcer with first class license wanted by KMVI, Wailuku, Hawaii. Send full details first letter.

Wanted—Experienced announcer with first class ticket. 250 watt Mutual station. Start $60. Excellent working conditions. Vacation with pay. No split shift. Give complete story first letter with photo. Earl Dougherty, KXEO, Mexico, Mo.

Two fully experienced all-round announcers with some sales ability preferred, 25 to 30 years old, good starting salary and permanent to qualified men. Personal audition and interview only. Openings June 1. WDBC, Escanaba, Michigan.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer-engineer. Good working conditions. Opportunity of promotion to chief engineer. Send disc, qualification and salary requirements. WMLT, Dublin, Ga.

Wanted: Announcer with first class ticket, mostly night work. Contact WMOG, Brunswick, Georgia.

Announcer-copywriter wanted by two network stations in competitive market. Send audition, resume and photo to WMOX, Meridian, Mississippi.

Wanted—Combination man with radio schooling, or six months experience. WWGS Tifton, Georgia.

Topnotch combo man for station in Wisconsin's vacationland, Door County. Wonderful opportunity for versatile performer. Send disc to Gerald A. Bartell, Empire Building, Milwaukee 3.

Technical

Immediate opening for first phone engineer. 250 watt network station. Experience not necessary. Box 824J, BROADCASTING.

Studio control engineer for Washington, D. C. network station. Necessary apply in person. Write Box 833J, BROADCASTING for appointment.

Transmitter engineer for vacation relief starting June 11 through late summer and possibly fall while testing new directional. $50.00 for forty hours. Box 855J, BROADCASTING.

Wanted—Engineer; prefer engineer-announcer. Experience not essential but desirable. 250 watt middleast network affiliate. Box 860J, BROADCASTING.

Opening for first phone engineer, good pay and working conditions. Box 862J, BROADCASTING.

Local Virginia network station needs first class operator immediately. No announcing. Complete details first letter. Box 875J, BROADCASTING.

Immediate opening for combination man with first class ticket. New building, congenial organization. Virginia ABC local station. Send full information first letter. Box 878J, BROADCASTING.

Help Wanted (Cont'd)

Engineers with first class tickets needed now. KTSW, Mutual in Emporia, Kansas. Fifty dollars weekly to start. More if you can announce.

Need phone first, prefer combo, experience not necessary, network station wants permanent personnel, $50.00 for 42 hour week. Write Ross E. Case, KWAT, Watertown, South Dakota.

Engineer. First class license. One month's relief work from June 10 to July 10. Good salary. KWNO, Winona, Minnesota.

Combination engineer-announcer who can handle play-by-play sports. Excellent opportunity with good pay. Write or wire Bill Smith, WBIW, Bedford, Indiana.

Immediate opening radio broadcast engineer. WBRM, Marion, N. C. Phone 7221.

Three months vacation relief employment for engineer, first class ticket, possibility of permanent job. Good pay, excellent working conditions. Contact Bill Atkinson, Chief Engineer, WGBA, Columbus, Georgia.

Wanted, 3 combination men with experience all types of programs. 2 inexperienced engineers. 2 experienced announcers. No drifters need apply. Send all details, salary expected and reference to Nathan Frank, Radio Station WHNC, Henderson, N. C.

Looking for engineer with control board experience, $55.00 for 40 hours. WICY, Malone, N. Y.

Immediate opening. Control room operator with first class license. Some experience, if possible. Contact A. J. Bauer, WINK, Box 1072, CBS affiliate.

Wanted: Engineer-announcer, $75.00 per week. WIRB, Enterprise, Alabama.

First class engineer. 8 weeks summer relief starting June 17 in Vacationland. Operate controls. Write John Quill, Chief Engineer, WJOY, Burlington, Vermont.

Wanted—engineer, AM and FM transmitters. Write Tom Phillips, Chief Engineer, Radio Station WKPT, Kingsport, Tennessee.

Need first phone transmitter operator. No experienced required. Write or wire Fred L. Hart, Radio Station WLPM, Suffolk, Va.

Immediate opening, first phone engineer. Starting wage $220.00 a month and other advantages. Pioneer educational station. WSUI-KSUI, Iowa City, Iowa.

Engineer wanted, 1st class license, experience not necessary. WTSB, Lumberton, N. C.

Combination announcer and engineer wanted for 250 watt Mutual station. In college town of 8,000, good opportunity for right person, prefer southern man. Salary based on capability. Good town, good living conditions. No drifters. Call or write R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particulars. 678J, BROADCASTING.

Immediate opening for commercial copywriter and local news editor. Woman or man. G. I. training available for veteran. Air mail experience, personal qualifications, and references to KFRD, Rosenberg, Texas.

Wanted: Commercial continuity writer. Handle volume of work. WOPA, Oak Park, Illinois.

Situations Wanted

Managerial

Station manager, 250, 1000 watts. Competence and success proven by experience. Thorough knowledge of radio from application to profitable operation the air operation. Budget and sales minded. Box 707J, BROADCASTING.

Experienced advertising sales manager former engineer first phone license, single, car, seeking station manager ship or road selling. Box 734J, BROADCASTING.

Fully experienced, starved combo man looking for managers job southwest or middlewest. Presently employed combo man for metropolitan directional. Anything considered. Box 752J, BROADCASTING.

Fifteen years in radio. Manager three stations. Program director; sports, special events and news. Out of radio one year in allied field. Efficiently manage small station on small payroll. Nothing considered except in deep south, southeast, southwest. Highest trade recommendations. Now employed, available two weeks to a month. Straight salary or salary bonus proposition. Box 779J, BROADCASTING.

Station manager. 20 years radio experience. Increased station ratings and gross to prove management ability. Top references and national agency, station and network contacts. Interested management position AM station with TV future. Can invest $35,000. Available immediately. College graduate, family, prefer middle Atlantic or midwest areas. Box 810J, BROADCASTING.

21 years in radio. Presently assistant manager successful southern independent. Ready to step into general manager's position. Formerly program director three stations. Familiar all phases station operation. Present employer will recommend as will former employers. Family man, forty years old. Desires position general manager station in rural area. Box 832J, BROADCASTING.

Disposing interest small market station. Available manager, assistant manager small market only. Capable, experienced, realistic approach small market problems. Married, civic minded. Box 849J, BROADCASTING.

General manager. Will make change for right deal. Ten years experience, commercial manager and general manager. Prefer middlewest, southwest or northwest. Guaranteed results. Box 858J, BROADCASTING.

More profit, more listeners. Manager, program director available. Prefer working together but could separate. Experienced metropolitan and rural stations. Also building from CP. Both draft proof and employed. Might have more personnel if needed, including engineer, promotion, traffic, continuity. Box 863J, BROADCASTING.

Salesmen

Representative available on commission basis for radio-television producers. Midwest. Box 805J, BROADCASTING.

Primarily interested in investment opportunity with sales or sales-announcer job leading to sales-manager. Family, 31. Experienced, excellent background. Box 830J, BROADCASTING.

Salesman. Experienced. Prefers to write own copy. Now employed. Wishes to relocate in medium market Florida or southwest. 26. Family. Draft exempt. References available. Box 836J, BROADCASTING.

Young, 11 years in show business, college educated, steady, is desirous of selling position in radio, TV or agency. Draft exempt. Box 882J, BROADCASTING.

Announcers

Sportscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently dropping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

Announcer, 25, draft exempt. Three years experience. Excellent on commercial and DJ. Permanent. Telegram. Box 653J, BROADCASTING.

Experienced announcer, single, veteran, 25. Two years experience all phases. All replies answered promptly. Tape air check available. Box 666J, BROADCASTING.

Situations Wanted (Cont'd)

...me experience as announcer, writer ...d salesman but need more. Will you ...e me the experience? Mostly quiz ...d man-on-the-street shows. Single, ...aft exempt. Prefer midwest and east. ...x 709J, BROADCASTING.

...nouncer, strong news commercials. ...ployed. Veteran. Married. 31. Three ...rs experience. Desirous of getting ...h progressive kw or more. Par...ularly interested specializing news. ...x 719J, BROADCASTING.

...nouncer, experienced all phases, ...llege grad., veteran, 23, single, oper... control board. Disc and photo. ...x 733J, BROADCASTING.

...nouncer, recent Radio City graduate. ...l aspects radio. Prefer west or ...uthwest. Box 780J, BROADCAST...G.

...tle announcing. First class license. ...sire to concentrate on solid announc... experience. Box 827J, BROAD...STING.

...nouncer-newscaster. Ambitious an...ncer with excellent voice. Can ...erate control board and turntable. ...gle. Draft exempt. Honest, relia... Best references. Box 822J, ...OADCASTING.

...nouncer, experienced, want staff ...sition on fulltime station. Best of ...ferences. Did music and music ...ews. Will start at your station's ...rting salary. Go anywhere. Night ...n desired. Box 823J, BROADCAST...G.

...nouncer. Little experience. De...es further opportunity. Knows pro...mming and production. Box 828J, ...OADCASTING.

...rtscaster, 6 years experience. Ex... in baseball, basketball and football ...y-by-play. Excellent references. ...ft deferred, married. Want posi... in Texas. $85.00 a week. Box ...J, BROADCASTING.

...perienced all phases announcing, ...ting, production and promotion. ...e, college graduate. Box 834J, ...OADCASTING.

...rning man, 8 years experience. ...ghest ratings, commercially success... Presently employed, family man. ...t "run of the mill"—unusual fea...es. Strong family appeal. $7500 ...imum, personal interview only. ...x 837J, BROADCASTING.

...ated: Vacation fill-in opportunity ...r crack combo-man. 3 years ex...rience in announcing, newscasting, ...d engineering. Easy to work with. ...gle, have car. Available June 25, ...ough September 15. Network sta... west of Mississippi preferred. Send ...rmation to Box 842J, BROAD...STING.

...ht years experience as announcer-...gram director-manager of aggres... independents in metropolitan mar... immediately available. Young, ...gle, veteran, college grad prefers ...w England, New York, Atlantic sea...rd as programming, production or ...ministrative assistant in major radio ...r TV station. Box 843J, BROAD...STING.

...perienced staff announcer. College ...aduate. Capable. Conscientious. Ra... major. Operates console. Vet...an. Young. Prefer east or south. ...x 851J, BROADCASTING.

...perienced announcer with first phone, ...llege degree in radio. Seek staff job ...th block of accounts to service on ...mmission. Box 857J, BROADCAST...G.

...ly bird, 5 years, deep voice, draft ...e. Available now. Box 865J, ...OADCASTING.

...nouncer-program director, 10 years ...perience, desires position in Con...ecticut, either capacity. Box 867J, ...OADCASTING.

...nouncer, 4 years experience. All ...d duties. Friendly, informal DJ. ...lligent news. Currently employed. ...x 869J, BROADCASTING.

...mmer replacement announcer. 3½ ...rs experience. College graduate. ...pe, disc. Box 871J, BROADCASTING.

...nouncer 3½ years experience. Col... graduate. Control board. Tape or ...c. Box 872J, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 873J, BROADCASTING.

Announcer: Veteran, married, specialty news, five years experience. Presently employed. Minimum $75 weekly. Box 874J, BROADCASTING.

Announcer-copywriter, now employed. 4 years experience in general staff, sports and news. Single, 26, draft exempt. Will travel but prefer midwest. Not afraid of work. Looking for an organization where I can advance and stay put. Contact Ron Milton, 2510 Afton Pl., Lansing, Michigan.

Announcer, versatile. Strong on commercials, news, sportscasting. Write continuity. Operate console. Some experience. Married. Draft exempt. Ken Sanford, 2035 Creston Avenue, New York 53, N. Y.

Announcer, professional quality, personable voice, versatile. Strong on commercials and news. Knowledge of board. Experienced. Age 29, married, vet, exempt. Rai Tasco, 103-06 Twenty-Ninth Avenue, East Elmhurst, N. Y.

Experience as announcer, music librarian, copywriter. Employed presently music librarian metropolitan station. Three years college, radio-TV programming, producing American University, Washington, D. C. Married, vet, draft exempt. 29. More experience desired as announcer. Immediately available. Prefer midwest. References, details, etc., disc on request. $40 minimum. Bill Weitzel, 3033 16th St., N. W., Apt. 407, Washington 9, D. C.

Sportscaster, play-by-play. All sports. Five years experience. Also newscasting and special events. Single. Draft exempt. Contact Bob Wilson, 1470 Warner Ave., Chicago 13, Illinois. Phone: Buckingham 1-0565.

Technical

Engineer, first phone, broadcast studio, microwave and network television experience. Permanent position. Box 735J, BROADCASTING.

Engineer, 1st phone, ten years experience to 10 kw, 3 as chief 250 w, age 32, married, 2 children. Prefer eastern states. Give full details and best salary offer first letter. Box 838J, BROADCASTING.

First class phone, age 26, single, draft exempt, D.M.S.R.A. graduate, now employed, desires change, available two weeks. Box 839J, BROADCASTING.

Engineer: 12 years experience, married. Transmitter 5 kw AM-FM directional, remotes studio. Desires chief or supervisory position. Make offer. Box 847J, BROADCASTING.

Engineer, 3 years experience at 1000 watt regional. Transmitter, studio, remotes. Some staff announcing, if necessary. Have car. Prefer N. E. Box 856J, BROADCASTING.

1st class phone. 3 years television service experience. Consider any locale. Draft exempt. Box 870J, BROADCASTING.

Chief engineer: 10 years experience AM-FM. Best quality always costs more. $4800 per year gets this experience and knowhow to run technical part of your station smoothly and cheaply. Available June 15. Box 885J, BROADCASTING.

First phone technician: Interested in progressive radio or TV station. Box 313, Clifton, N. J. Prescott 8-2633.

Money you've got! Experience I've got! Lets trade! Chief engineer? Construction, directional. Announcing. You name it. I'll do a better than average. How much is ten years experience in a young man worth to you? P. O. Box 512, McCook, Nebraska.

Good voice quality. First phone. Limited engineering experience. Announcing nine months. Some continuity. Strong on commercials. Emphasis on announcing. Age thirty, good draft status (G. I. Pension), married. Wire or write 201-6th Avenue, Apartment Three, Havre, Montana. Minimum salary $75.00 week.

Midwest station. Married vet, 24, car, first phone, 1½ years transmitter experience, 1 kw-d.a., 2 years radio repair, 1 year radio school, just discharged from U. S. N. R. Immediately available. Bruce A. Vincent, 4014 Russell Ave., North, Minneapolis 12, Minnesota. CH 6134 phone.

Situations Wanted (Cont'd)

Production-Programming, others

Program director or announcer-entertainer with 12 years experience at leading midwest stations including program director 10 kilowatt network affiliate. Wants opportunity either as staff man on large operation or as program director including air work at smaller station, preferably in midwest or southwest. Write Box 787J, BROADCASTING.

Newsman, college background. Draft proof, reliable capable, successful. 3 years news director 1000 watt station. Legman, rewrite, newscasting. No continuity or commercial announcing. Box 831J, BROADCASTING.

Buy now and save! Experienced continuity director-program-writer-originator-announcer-engineer (one man) wants to settle down in New England, New Jersey, or New York. Presently employed 1000 watt independent. Twenty-eight, married, draft exempt. For samples, tape, write Box 840J, BROADCASTING.

Presently employed as program director. Also have been promotion director, chief announcer independent and network stations. Desire advancement to progressive station. Married veteran will travel. Will consider positions in any of above departments. Box 841J, BROADCASTING.

Whoa! Looking for an attractive personality who wants to learn radio from the bottom rung of the ladder? A guy who'll do things your way? (Draft 4-A). Disc and photo. Box 846J, BROADCASTING.

Want two for the price of one? Copywriter, women's commentator will swap hard work for job with opportunities. Box 848J, BROADCASTING.

PD. Experienced 250 to 5 kw. Excellent record, references. Want successful, progressive station. Box 859J, BROADCASTING.

Program director, experienced, ambitious, aggressive, 26, married, veteran, $350 per month. Box 861J, BROADCASTING.

Newsman-original, personable, authoritative newscasting style. Five years all phases radio news: rewriting, legwork, editing, broadcasting, plus five years previous newspaper experience. Degree. Family. Consider only first rate news conscious station. Top references include present employer. Box 868J, BROADCASTING.

Writer-producer: Prefer east or midwest with AM-TV operation. Presently employed PD 1000 W western affiliate. $400 month minimum. Available one month notice. Audition, work samples, references on request. Box 879J, BROADCASTING.

Ten years experience, highest bidder, prefer program director, metropolitan, Carolinas. Box 883J, BROADCASTING.

For Sale

Stations

Texas 250 watt, independent; town 10,000. No competition. Would sell control to aggressive individual to manager. Will take $7,500 cash to handle. Box 732J, BROADCASTING.

For sale. Oklahoma 250 watt daytime station $20,000 cash. $5,000 escrow, balance when transfer is approved. Box 820J, BROADCASTING.

For sale: 500 watt affiliate daytime station. Now under absentee ownership. Principals only. Box 844J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

For sale: Two Magnecord PT6-A recording mechanisms, Magnecord PT6-R amplifier, PT6-HT throwover panel, equipment used approximately two years. Interested in purchase used General Electric limiting amplifier or will consider trade. Box 750J, BROADCASTING.

For sale—Complete set of Pike & Fischer Radio Regulations, current to April 1, 1951. Original cost $360, plus current subscription of $150. Best offer. Write 821J, BROADCASTING.

(Continued on next page)

FRESH ANTENNA FIXINGS!

BRAND NEW, RAYTHEON tuning units for 250 or 1,000 watt installations, immediate shipment, $310.00, FOB Louisville.

Lighting chokes, completely housed, brand new, $145.00 each. Unhoused, *$60.00* each.

Remote metering antenna kits, less meter, brand new, $27.00 each,

AND NEW AUDIO, TOO!

All Raytheon new stock, *immediate shipment* from Louisville, at 1949 prices.

RR-30, 3 Channel Remote $350.00
RR-10, Single Channel Remote $121.00
RZ-10, 4 Channel Pre-amp $365.00
RM-10, 10 Watt Monitor Amp $190.00
RPL-10, Line Amplifier $210.00

Blank panels, jack strips, studio lights, Cannon plugs, patch cords WE microphone accessories, Jensen baffles. Write for list.

GOOD VALUES

Brand New Minitape Portable Tape Recorder (Only 12 lbs.) $300.00
Brush Broadcast Model, Used $90.00
Ampex 400 Tape Recorder, Overhauled at Factory $850.00
Complete RCA 74-B DeLuxe Recorders

WE WANT TO BUY FROM SOMEBODY

Progar or GE limiter amplifiers
Any AM frequency monitors
FM transmitters
Speech input consoles
Microphones
Any standard make broadcast equipment

ELECTRONIC SERVICE CORPORATION

431 West Jefferson Street
LOUISVILLE, KENTUCKY

Steve Cisler **Clay 4811**
(WKYW)

For Sale (Cont'd)

New and used radio towers. Immediate shipment. Also limited quantity new #10 bare copper ground wire. Available for immediate delivery 175 foot insulated self-supporting Truscon tower. Box 826J, BROADCASTING.

GE BT 1B 250 watt FM transmitter and monitor. Priced for quick sale at $2850.00. Box 852J, BROADCASTING.

For sale: Collins 731-A ½ kw FM transmitter. General Radio 1170-A FM frequency modulation monitor. Both excellent condition. Box 854J, BROADCASTING.

Truscon H-30 2950 foot tower GE 2-bay FM antenna. 1 kw GE FM transmitter, limiter, Magnecorders. 1, 2 and 4 channel Collins—WE remote amplifiers, model G-2 Rek-O-Kut transcription cabinets with W. E. arms, equalizers. Preamps. Best offer takes any or all. Location northern Illinois. Box 881J, BROADCASTING.

GE console model BC-1-A, external power supply and light relays. Rek-O-Kut recorder and turntable. Fourteen hundred phono records, completely indexed. Stored in Missouri. Bob Stoner, c/o KLYN, Amarillo, Texas.

Raytheon RL-10 limiting amplifier. Purchased 1946, no longer used on FM, excellent condition. $250, F. O. B. KOWH, Omaha, Nebraska.

For sale: 92A Presto recording amplifier. Used very little. Make offer. Radio Station WMVG, Milledgeville, Georgia.

New uniform cross-section, guyed type vertical radiators. Sold only delivered and erected, complete with foundation. Phone, wire or write, United States Tower Co., 219 Union Trust Bldg., Petersburg, Va., Phone 3347.

154' Fisher tower, erected in Havre, Mont. $1,000 as is. C. V. Zaser, Zillah, Wash.

Wanted to Buy

Stations

Station manager. 20 years radio experience and proven management ability desires to buy all, controlling or part interest and manage an established station. Top references. Family man, prefers eastern or midwest location. Write Box 636J, BROADCASTING.

Experienced engineer, manager has cash for 250 watt station. Prefer southwest area. Full details first letter. Information treated confidentially. Box 742J, BROADCASTING.

Equipment etc.

Desire to purchase 1000 watt transmitter AM frequency monitor, modulation monitor, limiter amplifier, console, several mikes, several remote amplifiers, mike stand, 4 small guyed towers with A 3 lighting 150 feet or less in height. Box 757J, BROADCASTING.

Wanted to Buy (Cont'd)

Andrew or Clark phase monitor; 1300 feet ⅞" coax; 2-190 ft. towers. Box 853J, BROADCASTING.

Wanted immediately, lowest price on eight bay side mounting FM antenna and 700 feet inch and five eighths Andrew or Communication Products coax. Wire collect Gene Hill, Gen. Manager, WORZ, Orlando, Florida.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric. RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Salesmen

SALESMAN WANTED

Mature, experienced radio time salesman wanted for Chicago office of leading station rep. Solid radio background and proven history of results essential. Agency and merchandising experience desirable. Rush **complete** information to

BOX 876J, BROADCASTING

Situations Wanted

Announcers

PERSONALITY AVAILABLE

Now sold solid in Major Market. Easy ala-Godfrey style with plenty wit. Excellent references, agency and accounts. Stable family man with long background all phases. Will consider large and medium markets.

BOX 877J, BROADCASTING

For Sale

Stations

NETWORK AFFILIATE FOR SALE

Only station in Eastern market of 125,000—city population 40,000. Requires minimum $30,000 cash. Staff complete, equipment topnotch. If you want a station to operate, or a good investment, here it is. Write Box 864J, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

LEONARD-FRANK

New Package Firm Opens

FORMATION of a radio packaging firm by Bill Leonard of WCBS New York's *This Is New York* and *The New York Story*, and Len Frank, Carnegie Hall Recording Corp. president, was announced last week. To be known as Leonard-Frank Programs Inc., the firm will have offices at 881 Seventh Ave., New York.

First project will be a 15-minute, six-a-week series, *In Town Today*, featuring name-guest interviews by Mr. Leonard. Some shows already have been recorded. Series is designed to be a low-cost radio program for sale to stations throughout the country, the announcement said.

EDUCATORS MEET

Radio Session Aug. 2-3

PLANS and operations of low-power educational stations will take up part of the agenda at the Fifth Annual Conference on Radio in Education, scheduled on the campus of Indiana U. Aug. 2-3.

Also of top interest will be production of quality programs using school talent. George C. Johnson, director of educational programs and chairman of the conference, said the meeting was open to teachers, school administrators and high school radio students.

Clinic and workshop sessions will be held on setting up the low-power educational radio station, radio production standards, getting radio started in the schools, staffing and programming the low-power FM educational radio station, studio equipment and its uses, continuity writing, use of the tape recorder, writing the variety show and the documentary and radio pronunciation. Details can be obtained from Mr. Johnson, WFIU Indiana U., Bloomington.

Feature of Week

(Continued from page 14)

ola TV sets were "startling" Economy Auto Supply, at Laurens, S. C., 120 miles from the nearest TV station, sold six sets in two days, more than the firm had sold in the previous two months.

F. Earle Shearer, of the appliance firm's Charlotte branch, said a dealer in Spartanburg "has had more floor traffic from this program" than from any other program.

In Gainesville, Ga., a town of 20,000 compared to Greenville's 100,000, WDUN signed a number of local merchants to try *G. I. Bonus* on a co-op basis, tied in local recruiting quarters. Promotion stunts similar to those in Greenville were tried. Within two hours Army and Navy recruiters had acquired four recruits, according to John W. Jacobs Jr., WDUN general manager.

G. I. Bonus offers $125 in War Bonds—a total of $7,500 each week —to any G. I. or ex. G. I. listener who can match serial numbers with those used on the broadcasts. The Post Office Dept. indicated there was no trade of lottery law violation since listeners didn't have to buy anything or mail anything. Members of the family of a G. I. away from home can collect.

Mr. Harris was connected for some months with the social security numbers giveaway program developed by Azrael Adv. Agency, Baltimore. He left the firm to organize Barksdale Co.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Harold R. Murphy 360 N. Mich. Ave. Randolph 6-4550	Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

STATION WANTED

Station owners, interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial abiiity and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

BOX 775J, BROADCASTING

STATION CHANGES

Recommended By CBC Board

TWO CANADIAN stations were recommended for power increases or change of frequencies; a number of share transfers were approved, and FM stations enabled to reduce operating hours, at the May 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Montreal.

CHUB Nanaimo will operate with 1 kw on 1570 kc instead of 1480 kc. CKLB Oshawa will be able to increase power from 100 w to 250 w on 1240 kc, and a new transmitter site has been suggested.

CFCA-FM Kitchener and CJSH-FM Hamilton, Canada's only exclusively FM stations, are not doing as well financially as expected, and the CBC board has recommended they cut their hours of operation from 10 to six hours daily. CFPL-FM London has been given permission to program separately from CFPL for 2¾ hours nightly except Tuesday when only 1¾ hours is permitted.

CJSO Sorel has been approved for installation of an emergency 250 w transmitter, and CHFA Edmonton to broadcast personal messages during night and early morning hours to areas in northern Alberta beyond telegraphic or telephone communication.

Pye Canada Ltd., Ajax, Ont., is given an experimental TV transmitter license on Channel 11 with power of 5 w to test TV receivers made at its plant.

KGIL San Fernando, joins Southern California Broadcasters Assn., Hollywood, as 58th member.

FCC Actions

Decisions Cont.:

(Continued from page 87)

-Granted dismissal without prejudice of application.

Lubbock County Bcstg. Co., Lubbock, Tex.—Granted request Commission accept late its notice of intention to appear and participate in oral argument on its application.

By Examiner J. D. Bond

Circle Bcstg. Corp., Hollywood, Fla. -Granted continuance of hearing from May 23 to July 25 in Washington, D. C., on application.

By Examiner H. B. Hutchison

Charles H. Chamberlain, Bellefontaine, Ohio—Granted continuance of hearing on application; hearing now scheduled for May 25 in Washington, D. C., continued until further order.

May 23 Applications . . .

ACCEPTED FOR FILING

AM—610 kc

WMGR Bainbridge, Ga.—CP change from 1490 kc 250 w unl. to 610 kc 500 w D.

License Renewal

Applications for license renewal filed by following: WTOR Torrington, Conn.; WDAN Danville, Ill.; KBUR Burlington, Iowa; WINR Binghamton, N. Y.

TENDERED FOR FILING

AM—1440 kc

KDNT Denton, Tex.—CP change from 1460 kc 250 w unl. to 1440 kc 1 kw-D 500 w-N DA-N unl.

AM—710 kc

KFBC Cheyenne, Wyo.—Resubmitted application for mod. CP change proposed trans. site.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH MAY 24

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2273	2239	136		266	141
FM Stations	651	533	135	1*	8	4
TV Stations	107	74	35		404	171

* On the air.

Docket Actions . . .

INITIAL DECISION

Ottawa, Ill.—Carl H. Meyer. Announced initial decision of Hearing Examiner Leo Resnick to grant new AM station on 1430 kc with 500 w daytime; condition. See story this issue. Initial decision May 22.

OPINION AND ORDER

(FCC Correction)

KSGM St. Genevieve, Mo.—In order of May 9 [FCC Roundup, May 14] facilities were incorrectly identified as 5 kw day, 1 kw night, directional day and night. Facilities are 500 w fulltime, directional. Frequency is 980 kc. FCC correction May 23.

Non-Docket Actions . . .

AM GRANTS

KOAT Albuquerque—Granted change from 1450 kc to 1240 kc, operating 250 w fulltime. Granted May 24.

WJCM Sebring, Fla.—Granted increase in power from 100 w to 250 w, operating on 1340 kc fulltime. Granted May 24.

WNDI Montevallo, Ala. — Shelby County Bcstg. Co. Granted reinstatement of permit for new station on 730 kc, 250 w daytime; conditions. Granted May 24.

KXRN Renton and KTW Seattle, Wash.—Granted KXRN change from 1220 kc, 250 w daytime, to 1230 kc, 250 w fulltime, except during hours when KTW Seattle is operating; modified KTW license to share time with KWSC Pullman, Wash. To be effective June 18 unless KTW files objection. Decision May 24.

FM GRANTS

WIOD-FM Miami—Granted change in ERP from 53 kw to 15.5 kw and change ant. from 315 ft. to 285 ft. Granted May 24.

WEWO-FM Laurinburg, N. C. — Granted change in ERP from 8.8 kw to 9.2 kw, ant. from 430 ft. to 215 ft. Granted May 24.

WAYS-FM Charlotte, N. C.—Granted change in ERP from 7.7 kw to 2 kw and ant. from 415 ft. to 140 ft.

TRANSFER GRANTS

KSWS Roswell, N. M.—Granted relinquishment of negative control by Maurice F. and Paul B. McEvoy to Paul B. McEvoy, W. W. Merritt and John A. McBoyle. Firm purchases 8¼ sh from M. F. McEvoy for $8,500, which is held as treasury stock. Granted May 24.

KPBM Carlsbad, N. M.—Granted assignment of license from Paul B. and Maurice F. McEvoy d/b as McEvoy Bros. to Coronado Bcstg. Co., composed of Maurice McEvoy (52.4%), his wife, Hazel (14.3%); and Darrell Swayze (33.3%) commercial manager, who pays $7,000 for his interest. Granted May 24.

KTAT Frederick, Okla.—Granted assignment of license from J. D. Jones Jr., Ronald W. Wheeler Jr., Winston A. Jones and Jack W. Oswalt d/b as Frederick Bcstg. Co. to new partnership of same name and individuals except Mr. Oswalt who sells his 25% interest to other partners for $6,450. Granted May 24.

WMGR Bainbridge, Ga.—Granted assignment of license from Thomas R. Hanssen, John A. Dowdy and Charles W. Dowdy to new partnership of same name and persons with addition of Winnie S. Vaughn who acquires 25% interest for $4,000. Granted May 24.

WAKE Greenville, S.C. — Granted transfer of control from Charles B. and Joe H. Britt through sale for $17,500 of their 50% interest to Vardry B. and John A. Ramseur, each 25% owner. Granted May 24.

WBHB Fitzgerald, Ga. — Granted transfer of control from Arthur Carpenter Jr. for $50,000 to Otto Griner, manager and part owner Ocilla Oil and Fertilizer Co. Granted May 24.

KSBW Salinas, Calif.—Granted transfer of control from Dr. Harry Morgan and W. M. Oates to John C. Cohan, A. M. Cohen and Albert Seligman through sale of 66⅔% interest for $55,000. John Cohan is KSBW salesman. A. M. Cohen is owner Also Fireworks and Specialty Co. Mr. Seligman is part owner-manager Seligman's Dept. Store, Dinuba, Calif. Granted May 24.

New Applications . . .

AM APPLICATION

Woonsocket, R. I.—Friendly Bcstg. Co. 820 kc, 1 kw daytime. Estimated cost $12,305, first year operating cost $21,271, first year revenue $25,000. Principals in Friendly Bcstg. Co.: Raymond A. Mailloux, manager J. C. Mailloux & Sons Co., furniture store, general manager and 47.5% owner; Jack C. Salera, announcer at WWON Woonsocket, program director and 47.5% owner; and Roger A. Nault, law student, executive secretary and 5% owner. Friendly Bcstg. was incorrectly identified as Woonsocket Bcstg. Co. in FCC Roundup, May 21. Filed May 15.

TRANSFER REQUESTS

WZOB Fort Payne, Ala. — Assignment of license from Glen V. Gravitt, Col. J. C. Vessels and H. V. Roberts d/b as Fort Payne on The Air to Mr. Gravitt as individual. No money involved. Filed May 17.

KFJB Marshalltown, Iowa—Involuntary transfer of control from D. W. Norris, deceased, to Leo E. Anderson, John W. Norris, Paul G. Norris, Edward C. Booth and John Sewall Brown, executors of estate. Filed May 17.

WCAZ Carthage, Ill. — Transfer of control from Chicago Title and Trust Co., executor of estate of Robert E. Compton, deceased, to Nola N. Compton. Filed May 11.

KPET Lamesa, Tex. — RESUBMITTED bid for assignment of license from Lamesa Bcstg. Co. to new partnership of same name. W. J. Beckham, auto dealer, acquires 12% interest for $10,000 from R. O. Parker, who becomes 51% owner. R. A. Woodson retains 37% interest. May 11.

TALENT RULING

Individual Contracts Okay

RADIO-TV station management can continue individual service contracts with talent despite the prevailing 10% formula of the Wage Stabilization Board, under a ruling by the Salary Stabilization Board. The ruling was sought by Richard P. Doherty, NARTB employe-employer relations director and a member of WSB.

A similar ruling was given the motion picture industry some weeks ago. In effect, the ruling permits renewal of individual talent contracts or options by stations, networks, sponsors and producing agencies.

The ruling is a temporary interpretation pending investigation of the whole talent question by the salary board.

'FAIR TRADE'

Price Bickering Starts

FIRST evidences of the competitive scramble stemming from the Supreme Court's decision which invalidated "non-signer" clauses of 45 state fair trade acts erupted in New York last week (see story, page 30).

A Manhattan RCA Victor distributor, Bruno-New York Inc., served notice that it would sue the Mayfair Outfitting Co. if it proceeded with plans to auction RCA TV sets below fair trade minimum prices in Brooklyn. Latter firm, which reportedly never signed fair trade price agreements, had planned to auction $2.5 million worth of TV sets and other appliances reportedly purchased from overstocked dealers.

In Chicago, Louis Goldblatt, executive vice president of Goldblatt Bros. department store, said his firm will hold the line on appliances but felt manufacturers should adopt controls. "I hope they don't bungle their controls as badly as the TV manufacturers. If they turn their backs and welcome cutbacks as the TV men did, they deserve the same fate," he added.

NEW HIGH for any quarterly report issued by Television-Electronics Fund Inc., Chicago, was reached April 30 when net assets totaled $12.97 per share or $6,480,209, President Chester D. Tripp reported.

KSWM
JOPLIN, MO.
REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

ABC-Paramount Board

(Continued from page 36)

inated the business life of Abraham H. Blank, of Des Moines. Born in 1879 in Galatz, Romania, he rose to the presidency of Tri-States Theatre Corp. and Central States Theatre Corp., both of Des Moines, as well as director of Tulsa Hotel Co., Walnut St. Corp., Triple A Properties and Tri-State Meredith Broadcasting Co.

JOHN A. COLEMAN

Starting as a floor page at the New York Stock Exchange in 1916, John A. Coleman rose high in the financial and business world and became a member of the exchange in 1923. He has served as chairman of the board of governors and as a governor, besides having diversified financial connections. He was born Dec. 24, 1901. A prominent Catholic layman, he has occupied prominent posts in the Church and Catholic institutions.

CHARLES T. FISHER Jr.

Prominent Detroit banker, Charles T. Fisher Jr. was born Feb. 14, 1907. He is president and a director of the National Bank of Detroit as well as a director of Detroit Edison Co., Briggs Mfg. Co. and American Airlines. Mr. Fisher also is well known in Catholic lay circles.

E. CHESTER GERSTEN

Messenger boy role at National Bank of Commerce of New York in 1909 led within a decade to an executive post for E. Chester Gersten. He was born July 3, 1889, and went to the bank at the age of 20. Eventually he became vice president of the bank and then president of Public National Bank & Trust Co. He is a past president of the New York State Bankers Assn.

WILLIAM T. KILBORN

The steel industry in the Pittsburgh area holds the attention of William T. Kilborn. He was born in 1897 in Portland, Me., but most of his business life has been spent around Pittsburgh. He has been with Flannery Bolt Co., in nearby Bridgeville, since 1934 and now is president-director. He also is president-director of Fort Pitt Mfg. Co.; director and member of the executive committee, Pittsburgh & West Virginia Railway; director and chairman of the executive committee, Pressed Steel Car Co.

HERBERT J. SCHWARTZ

One of the nation's mercantile leaders, Herbert J. Schwartz also has banking interests. He was born in 1887 in New Orleans and is board chairman of Maison-Blanche store (WSMB) as well as an official of Hibernia National Bank. He is president-director of City Stores Co., Wilmington, Del., and City Stores Mercantile Co., New York; director of Lit Bros. and Hearn department stores, among others; chairman of executive committee and director of B. Lowenstein & Bro., Memphis, and Loveman, Joseph & Loeb, Birmingham.

Mr. H. V. Swenson
Cramer-Crasselt Co.
Milwaukee, Wis.

Dear H. V.:

Got purty good ev'dence thet folks 'round Charleston, West Virginny, KNOWS thet more peepul lissens ter WCHS then any other station! Couple weeks ago the school patrol boys an' gals left fer Wash'ton, D. C. Them whut wuz arunnin' th' trip 'ranged fer ter call WCHS three times on the trip over soten we cud tell ever'one thet ever'thin' wuz o.k. How's thet fer a 'spreshun uv confidence thet folks ud be lissenin'? Yessir, H. V., peepul 'round here knows thet effen yuh wants ter reach th' public, yuh gotta use WCHS! Thet's sumpthin' fer folks like you fellers ter keep in mind!

Yrs.
Algy

WCHS
Charleston, W. Va.

MAIL RATE

2nd-Class Hike Proposed

SUBSTANTIAL increase in the second-class mail rate was proposed by the House Postoffice Committee last week. The committee voted 17-6 to up rates in the category, which includes mailings of newspapers and magazines, some 60% over a three-year period.

President Truman's proposal was an increase of double the present rates over a period of three years. Representatives of newspapers and magazines had told the committee in extensive hearings that they would find it difficult to meet any increase in rates above a total of 30%. The committee is taking up the postal bill (HR 2982) in sections and was expecting to clear the legislation by last Friday.

Anna E. McCosker

ANNA E. McCOSKER, 75, sister of Alfred J. McCosker, former chairman of the board of Mutual Broadcasting System and WOR New York, died suddenly last Thursday at her home in New York. She was the founder and former president of the Elvira Theatre Club.

CKSM Shawinigan Falls, Que., went on air last month with 1 kw on 1220 kc. Station is owned by D. R. Wilson, publisher of Shawinigan *Standard*. Jean Legault is general manager, Allan Rogerson national sales manager.

WILLIAM A. SEAMAN (seated), vice president, Liggett Drug Co., sets a contract for Liggett-Rexall to start its fifth year on WCOP Boston. Approving the deal are (l to r) A. N. Armstrong Jr., WCOP commercial manager; William J. Stack, advertising and merchandising manager, Northern Div., Liggett Drug Co.; Nelson Bragg, m.c. on Liggett-Rexall *Bragg About Boston* show; Jack Chase, WCOP-Liggett news editor.

GILLIN MEMORIAL

Over $7,000 Contributed

MORE than $7,000 has already been received for the Johnny Gillin Memorial, representing contributions from 75 stations, two networks and four individuals, Carl Haverlin, treasurer of the memorial committee, reported last week.

The memorial to Mr. Gillin, president of WOW Omaha and one of the broadcast industry's best known and best loved figures, will be a donation to Creighton U. of Omaha, his alma mater, earmarked for research in cardiac-vascular disease, which caused his death at 45 last year. The memorial committee, with Paul W. Morency, WTIC Hartford, as chairman, has set a goal of $75,000 for the fund, which it hopes to present to the university's School of Medicine not later than July 18, anniversary of Mr. Gillin's death.

NPA Names Holbrook

APPOINTMENT of Harry J. Holbrook, Borg-Warner Corp., Chicago, as director of the Consumer Durable Goods Div. of National Production Authority, was announced by the government last Monday. He is on leave from his post as head of the firm's Electric Range and Water Heater Div. Mr. Holbrook also is vice chairman of the Electric Range Section of the National Electric Mfrs. Assn. and served with the War Production Board during World War II.

Nebraska Elections

BOB GAMBLE, KFOR Lincoln, Neb., news director, was elected president of the Nebraska Associated Press Radio Assn. and Walter Kavanagh, KOWH Omaha, its vice president at a meeting in Lincoln, Neb., May 18, it was announced last week. E. E. Makiesky, Omaha AP correspondent, was named secretary.

GIVEAWAY SHOWS

Wis. Votes to Legalize

THE Wisconsin Senate voted late Thursday afternoon in favor of a bill legalizing radio and television giveaways, smoothing the way for final adoption and signature of the governor early this week. Wisconsin will then be the first state to legalize giveaways, originating bots within and outside the state.

Only one dissenting vote was tabbed in the Senate. The bill was re-referred to the assembly which passed it unanimously three weeks ago, for approval of what was described as a "minor" amendment which defined technically the element of consideration. Consideration is one of the three basic elements (with prize and chance) in the state's definition of a lottery.

HENRY BUBA CO.

New Consultant Firm Opens

UNIFIED programming-financial management consultant services for radio and television broadcasters are offered by a new firm, the Henry Buba Co., 51 E. 42nd St., New York, Murray Hill 2-0949, company-organizers, Henry H. Buba and Arthur F. Moore, announced.

The firm will provide dovetailing financial and programming advice. Mr Buba was senior auditor for R. S. Rankin & Co., CPA's; a partner of Kruger & Conover, auditors and consultants; and controller, budget manager and statistician for C. E. Hooper Inc. for five years. Mr. Moore has been associated with Kenyon & Eckhardt, Young & Rubicam, and CBS-TV.

WCAU AM Sales Rise

JOHN S. deRUSSY, general sales director, WCAU Philadelphia stations, reported last week that "WCAU radio sales have very definitely continued on the increase." Mr. deRussy pointed to four big contracts signed within the past few weeks. "Probably the most significant thing about this new business," he said, "is that the advertisers, for the most part, have never before used radio advertising or have used it only slightly. Yet, they are now signing long-term contracts for across-the-board spots or shows." The four big contracts were announced as being with the J. B. Van Scriver Co., through Cox & Tanz Adv. Agency; Adam Scheidt Brewing Co., through Ward Wheelock Co.; Latrobe Brewing Co., through Wiltman & Callahan agency, and Tide Water Oil Co., through Lennen & Mitchell Inc.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Radio Still Best

(Continued from page 26)

media values—the "best combination of impact, audience and economy."

At the first of NBC's five regional radio station promotion managers' meetings, some 34 representatives of NBC eastern radio affiliates heard Charles C. Barry, NBC vice president in charge of radio programs, label radio "still the best and quickest means of reaching the American public."

Referring to the effects of television, Mr. Barry assured the group that "the only thing we can do to hurt ourselves at this stage of the game is to quit—to become fearful." Radio, he said, employs "the greatest magic-eye of all time—the eye of your imagination."

The radio program chief, one of several NBC executives who appeared before the all-day clinic in New York on Monday, assured his listeners that network radio men think about television, but we are not afraid of it."

"There's no doubt about it," he said. "We're going to have to share the living room from now on. Anyone who says we're not is wrong. But anyone who thinks they're going to turn the radio set off entirely is equally wrong."

Retains Faith

Mr. Barry said NBC has as much faith as ever in radio as "a medium which reaches more people for less dollars than any other in the U. S. and it will continue to do so for years to come," he added.

In the same vein, John K. Herbert, vice president in charge of sales of the NBC radio network, described radio as "still the most effective seller of mass audiences of any of the five major media types — newspapers, magazines, supplements, radio and television."

But it has become necessary "to make our sales in a factual way," and to "present the story of network radio in an arithmetical sense," he asserted.

"We must prove statistically that the audience we are delivering is lower in cost than the audience delivered by television, or by the supplements, or the magazines," he said. "Hence, if that's what we've got to do, we must be more sure of our audience than we were before."

Mr. Herbert called upon each NBC affiliate, as a "true partner" of NBC, to "do its level best in all its forms of promotion to constantly increase its audience advantage. For the total of these station audiences—the advantage each of you has over your nearest competition—is NBC's sales story," he explained.

"We must join forces to build larger audiences, to maintain identities, to deliver success stories, so we can go to the clients and say, 'Network radio is here to stay. Network radio sells more goods to more people at a lower price than any other media type available to you.'"

Mr. Herbert told the promotion men that "what you do with your station, and its relationship with the community in which you live, is the all-important factor in the success of NBC. . . . As you promote your station, promote its character in local programs, so will you develop an audience in relation to your station that is your audience, the station's audience. It is the sum total of your station audiences that comprises NBC's listener strength."

Similar clinics were held in Chicago on Wednesday (see story page 24) and Atlanta on Thursday, and are slated for Dallas today (Monday) and Los Angeles on Wednesday.

William Henry Childs

WILLIAM HENRY CHILDS, 70, known as Billy Childs when he was a member of the Sinclair Minstrels radio group, died May 22 in West Palm Beach, Fla., after a long illness. He had lived in West Palm Beach since 1944 when he retired as superintendent of a Commonwealth Edison Co. substation. The minstrel group was heard regularly over WENR Chicago for 10 years, starting in 1927. Prior to that, he had played radio roles over KYW, then in Chicago. The minstrel team disbanded in 1937. Thereafter, Mr. Childs, who also was known as "Big Bill," confined radio work to guest appearances.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

JEZEBEL

On Records: Frankie Laine—Col. 39367; Alexander Brothers—Mer. 5620; Allen Greene—Mer. 5622; Freddie Darian—Vita 1002; Golden Gate Quartet — Col. 37835; Silver Echo Quartet — Manor 8019; Four Bluejackets—Mer. 8031.

On Transcriptions: Bob Chester—Standard; Larry Fotine—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TEST SERIES

Radio Shown Superior

FIRST results of a month-long series of Los Angeles tests designed to show the relative effectiveness of radio and newspapers indicate that radio has superior pulling power, according to KFI and KHJ Los Angeles. The two stations retained Advertising Research Bureau Inc., Seattle, to make the tests.

At Bullocks and Harris & Franks department stores, early returns show that radio led newspapers in bringing customers into the stores to buy tested merchandise.

The Los Angeles tests are running through May, with KHJ and KFI pitted against local newspapers. ARBI has conducted over 120 point-of-sale retailer tests [BROADCASTING • TELECASTING, May 14, 7].

The Los Angeles stores being surveyed besides Bullocks and Harris & Franks, are Barker Bros., Eastern-Columbia, Sears, Roebuck & Co. and Owl-Rexall Drug Co. Items tested include women's dresses and coats, cups and saucers, men's suits, refrigerators, patio chairs, scissors and jungle gyms.

Under the ARBI technique the retailer advertises the same item simultaneously on radio and in newspapers, spending identical sums in each medium. Customers are interviewed at point-of-sale over a three-day period. They are asked what influenced their purchase of the test merchandise.

Joseph B. Ward is ARBI managing director.

CORPORATE TAX

Committee Votes Increase

GREATER tax load for corporations was indicated last week, as the House Ways & Means Committee voted for an increase in the regular corporate rate plus an upping of the excess profits levy.

Republicans on the committee put up a strong protest but Democratic party line balloting pushed through the recommendation. Under the projected House committee tax plan, the corporate tax ceiling would be increased from 62% to 90% of income. The so-called ceiling takes in the total amount that can be collected from an individual firm in the form of normal tax, surtax and excess profits tax. The committee already has recommended an increase in the excise levy on radio-TV sets at the manufacturing level from the current 10% to 15% (see AT DEADLINE).

'Lone Ranger' Renewed

GENERAL MILLS, Minneapolis (Cheerios), renews *The Lone Ranger*, Monday, Wednesday, Friday, 7:30-8 p.m., over ABC for 52 weeks, effective June 1. The agency is Dancer-Fitzgerald-Sample, New York.

Think FIRST of "CANADA'S FIRST STATION"

In the big Montreal area—one of the best markets in Canada—CFCF gives you maximum coverage and the friendly listenership of increasing numbers who prefer "the Station of the Stars."

Many distinguished advertisers agree "It's easier to sell through CFCF."

U.S. Representative: Weed & Co.

CANADA'S FIRST STATION CFCF MONTREAL

* more LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION

Station	Morn.	Afternoon	Evening	Average
WLBR	10.8	9.2	8.5	9.4
B	4.8	4.3	5.2	4.7
C	.5	.9	2.6	1.4
D	1.0	.7	1.6	1.0

* Robert S. Conlan Survey

WLBR AM FM

LEBANON, PA. • 1000 WATTS • 1270 KC

The STAR MARKET of Central Pennsylvania

REACHES THIS RICH 300 MILLION DOLLAR MARKET IN SIX COUNTIES

JULIAN F. SKINNELL—Operations Mgr.

Represented by RAMBEAU

...at deadline

NETWORK RATE CUTS DRAW NORTH CAROLINA PROTESTS

RECENT network rate cuts and implications were deplored by North Carolina Assn. of Broadcasters in resolution adopted Friday at Nags Head (early story page 29). NCAB affirmed "faith in radio as an unparalleled public service and as an advertising medium without equal."

National Production Administration was urged to include radio and TV construction on list of building permitted without NPA permit. Association urged Dept. of Commerce to include broadcasting in list of essential activities. Other resolutions reaffirmed support of NARTB; asked FCC for further relaxation of first-class operator requirements; endorsed BMI; approved state civil defense program under E. Z. Jones, WBBB Burlington; pledged support of BMI talent project.

Attendance at meeting exceeded 80 delegates and wives. Named to serve on nominating committee with Chairman Harold Essex, WSJS Winston-Salem, were Nathan Cooper, WMNC Morgantown, and William S. Page, WFTC Kinston. Committee named to work with U. of North Carolina in utilizing its communications center. Members are Cecil Hoskins, WWNC Asheville, chairman; Pat Patterson, WRRF Washington, and Larry Walker, WBT Charlotte.

Carl Haverlin, BMI president, discussed BMI's search for composing talent. Earl Wynn, director of U. of North Carolina, and John Young, his assistant, discussed role of university in state radio picture.

NARTB, NPA MEET TUESDAY

MANLY FLEISCHMANN, National Production Authority administrator, tentatively agreed to meet Tuesday with NARTB President Justin Miller to discuss radio-TV station building regulation (M-4). Mr. Fleischmann set tentative day and time (2 p.m., Commerce Dept. Bldg.) in view of pressing commitments before Congressional committees on defense production legislation. Judge Miller will be accompanied by Ralph Hardy, government relations director; Vince Wasilewski, legal department; Robert K. Richards, public affairs director, and perhaps Thad Brown, NARTB TV counsel.

FORT INDUSTRY PLANS

FORT INDUSTRY Co., which has withdrawn from Consolidated Television Broadcasters Inc., making new plans to enter TV film business, George B. Storer, president, said Friday. Consolidated, cooperatively-owned production syndicate, was formed less than two months ago [BROADCASTING • TELECASTING, April 23] with Fort Industry backing. Mr. Storer said Fort withdrawal was "due to certain developments not known" when company formed.

GENERAL MILLS STORIES

GENERAL MILLS (Kix) to sponsor *Edward Arnold—Storyteller*, Mon. through Fri., 10:25-10:30 a.m., on ABC starting June 4. Agency is Tatham-Laird, Chicago.

AFA TV PROGRAM ANNOUNCED BY THOMAS

PLANS for session on "Television, Today and Tomorrow" at 47th convention of Advertising Federation of America, St. Louis, June 10-13, being released today (Monday) by Eugene S. Thomas, WOR-TV New York general manager and convention program chairman. TV session is June 13.

Speakers and subjects include Don L. Kearney, assistant sales manager for TV, The Katz Agency, on "TV Film Commercials;" John A. Thomas, television account service head, BBDO, on "TV as an Advertising Medium;" Don McClure, radio-TV production head, McCann-Erickson, on "Film Production and TV;" George S. Burbach, general manager, KSD-TV St. Louis, on "The TV Station;" Louis Westheimer, president, Westheimer & Block, St. Louis, on "TV and the Retailer;" Newman McEvoy, vice president and media director, Cunningham & Walsh, on "TV and Other Media;" Louis A. Hausman, CBS sales promotion and advertising vice president, on "TV and Your Budget." Three speakers yet to be announced will discuss "TV's Technical Future," "TV Programming," and "TV and the Public."

HEAVY DEMAND NOTED FOR NARTB INAUGURAL

RESERVATION for NARTB inaugural dinner June 5, with proceeds going to Johnny Gillin Memorial Fund, were at 300 mark Friday, exceeding expectations, according to Robert K. Richards, NARTB public affairs director who is handling dinner arrangements for association (see board story page 30).

Check covering sum realized from $20-a-plate dinner will be presented to Mrs. John J. Gillin, widow of WOW executive, by Paul W. Morency, WTIC Hartford, chairman of fund committee. Chairman of dinner committee is Frank M. Russell, NBC Washington vice president.

MILLER SENDS COMMENTS

NARTB President Justin Miller sent 14-page statement Friday to House Interstate & Foreign Commerce Committee, elaborating on testimony given at April 30 hearing on McFarland Bill (S 658) [BROADCASTING • TELECASTING, May 7]. Judge Miller accepted committee request asking him to prove points raised in cross-examination. He agreed with FCC Comr. Robert Jones on clause prohibiting consultations between Commissioners and staff.

NBC WANTS ABC SPACE

NBC reportedly has served notice on ABC to vacate, by next April, space in New York, Hollywood, Chicago and San Francisco which ABC has been leasing from NBC—on "temporary" basis — since split-up of old Red (NBC) and Blue (ABC) networks eight years ago. Notice pre-dates ABC-United Paramount Theatres merger plan.

DE WITT TO 'OPEN HOUSE'

GEORGE DE WITT, comic, signed by NBC as m.c. and star of Monday and Wednesday *Broadway Open House* on TV, effective May 28.

Closed Circuit

(Continued from page 4)

p.m., as summer replacement for Victor Borge show. Kellogg claims theme of *Space Patrol*, sponsored by directly competitive firm, is too similar to that of its program.

BLASTS at proposed NARBA treaty (see story page 56) in *Julius Klein Newsletter* as well as National Grange publication, expected to be answered by FCC Comr. Rosel Hyde, head of U. S. NARBA delegation.

NARTB board to be asked to take lead in developing uniform standards for TV sound tracks, slides, etc. Standardization would serve as specific for one of video's worst headaches. Similar uniformity in broadcast recording was universally adopted and received wide foreign recognition.

SHORTLY to be announced will be resignation of George Wallace, NBC manager of Advertising & Promotion Dept. for radio, to become promotion manager of *Reader's Digest* international editions. His successor shortly will be named.

WHEN HEARINGS are held before FCC on ABC-United Paramount merger, star legal battery is indicated. Of counsel for ABC on this transaction has been Paul Porter, former FCC chairman. For United Paramount, Duke M. Patrick has been Washington counsel.

AT&T PLANS TO EXPAND UPPER NEW YORK RELAY

EXPANSION of AT&T microwave radio relay facilities in upper New York State requested in application filed with FCC, AT&T Long Lines Dept. announced Friday. Anticipated network television requirements plus growing demand for long-distance telephone circuits was given as reason. Two television channels between Albany and Buffalo will be added, in addition to long-distance telephone facilities.

Present microwave facilities in area are used only for television. Two-channel system now connects Schenectady, Utica and Syracuse to Albany, with single-channel leg serving Binghamton. Network TV programs reach Rochester over radio relay hookup from Buffalo, which connects with network by coaxial cable running from Cleveland via Erie, Pa.

ILLINOIS PASSES TV BILL

ILLINOIS House of Representatives Thursday voted 110 to 7 in favor of bill putting more U. of Illinois sports on public television. Rep. Richard Stengel of Rock Island, sponsor, proposed that bill bar any state tax-supported educational institution from selling rights for sports events to theatres while games are in progress unless there are no restrictions on public telecasting. Bill now goes to Senate.

BENTON HEARING

ONE-DAY hearing to be held by special Senate Interstate Commerce subcommittee May 31 (Thursday) on Benton Resolution (S Res 127). Chairman Ernest W. McFarland (D-Ariz.) announced Friday. Chief witness will be Sen. William B. Benton (D-Conn.), sponsor of resolution to review entire proposed TV allocation plan [BROADCASTING • TELECASTING, April 16 et seq.].

EDGEWORTH EYES 'GAL'

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco) through Warwich & Legler considering placing *Lonesome Gal* in about 15 markets near military installations.

26.5% SALES INCREASE!

. . . that's the result of the WLW-Advertised Brands Week, March 9 through March 19.

Thousands of druggists in WLW's merchandise-able area of Ohio, Indiana, Kentucky and West Virginia tied in with this gigantic promotion.

A check on sales of the 47 drug products advertised on WLW and WLW-Television showed an increase of 26.5%.

. . . this is just another "Merchandising Service" of

WLW The Nation's Most Merchandise-able Station

. . . and **WLW-Television**

Crosley Broadcasting Corporation